



ATLAS Annual Conference 2024
Leisure & Tourism 2030: Navigating the Future
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Introduction

Leisure & Tourism 2030: Navigating the Future

The United Nations World Tourism Organization (UNWTO) has adopted the 2030 Agenda for Sustainable Development. The agenda sets out a global framework to end poverty, fight inequality and injustice, and fix climate change by 2030. The UNWTO has also defined a clear and consistent sector-wide message and approach to climate action in the coming decade, aligned with the wider scientific framework and urgency to act now. In the light of this agenda, it is essential to stay ahead of the curve to succeed. The ATLAS Annual Conference 2024 “Leisure & Tourism 2030: Navigating the Future” aims to bring together researchers, educators and innovators to explore the future of leisure and tourism, and how we can adapt to meet the changing landscape. The conference will cover topics such as the impact of technology on travel, the rise of sustainability in leisure and tourism, societal impacts, and the changing preferences of consumers. We’ll also focus on emerging trends and opportunities, such as the growing interest in (designing) experiences and the rise of niche markets. Through engaging keynote speeches, parallel sessions, interactive panels, and networking opportunities, participants will gain valuable insights into the future of leisure and tourism, and how they can prepare for the challenges and opportunities ahead.

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Keynote Speakers



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The Future of Tourists-AI Relationship and Mobile Co-Intelligence

While much research has focused on how advancements in AI can influence tourism, it is equally important to explore how leisure and tourism can contribute to the development of AI. This talk focuses on the potential of leisure and tourism to enhance human capabilities, thereby making humans better learning partners for AI. The concepts of co-intelligence (Mollick, 2024) and superminds (Malone, 2018) emphasise the power of people and AI systems working together, utilising increasingly complex kinds of thinking, to transform our world. The success of human-AI collaboration under these concepts depends not only on the sophistication of AI learning but also on humans' ability to interact productively with AI.

Researchers have investigated the exploration vs. exploitation modes of learning, particularly in the context of reinforcement learning and optimisation problems, to develop more sophisticated AI systems. This approach is based on the premise that understanding the nuances of human cognition can inform the creation of AI that can learn and adapt in ways similar to humans. For instance, AI researchers have studied how children learn to incorporate their exploratory learning styles into AI. Alison Gopnik's work on child-inspired AI highlights how children's natural curiosity and openness to new experiences can inform AI development. Additionally, the intelligence of care, as proposed by Gopnik (2023), suggests that caregiving practices could offer insights into aligning AI's objectives with human values.

Environmental psychology theories, such as attention restoration theory (Kaplan, 1995) and place attachment theory (Morgan, 2010), provide a framework for understanding how leisure and tourism can facilitate cognitive and emotional renewal. These theories suggest that experiencing new environments and engaging in leisure activities can help individuals restore their cognitive capacities and re-engage their exploratory thinking. Leisure and tourism thus present a unique opportunity for adults to re-engage their exploration mode of thinking and learning, which is typically more prominent in childhood.

Tourists, by experiencing new places and environments, provide rich, diverse interactions for AI. This suggests that AI can learn effectively from tourists who switch cognitively and gain rich experiences through travel. Such interactions can mimic the diverse learning experiences that children have, which are crucial for developing adaptive and flexible AI systems. By observing and interacting with tourists, AI can encounter a wide range of human behaviours and decision-

making processes, enhancing its ability to understand and predict human actions in varied contexts.

Designing the future of leisure and tourism to facilitate such mutual learning could lead to more effective human-AI collaboration. This involves creating environments and experiences that encourage tourists to engage in exploratory behaviour, thereby providing AI with opportunities to learn from these interactions. For instance, smart tourism destinations could be designed to not only enhance the visitor experience but also to serve as living laboratories where AI systems can learn from human behaviour in real-time.

The concept of *mobile co-intelligence* emerges from this integration of leisure, tourism, and AI. In this vision, both humans and AI systems are continuously learning from each other in dynamic and changing environments. Leisure and tourism become not just activities for relaxation and enjoyment but also critical components of a larger system of mutual learning and adaptation. This approach can lead to the development of AI that is more attuned to human needs and behaviours, fostering a more productive and harmonious human-AI partnership.

In conclusion, while the impact of AI on tourism has been extensively studied, it is crucial to also consider how leisure and tourism can contribute to AI development. By leveraging the cognitive benefits of leisure activities and the diverse experiences of tourists, we can enhance human-AI collaboration, paving the way for a future where both humans and AI can grow and adapt together.

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Bernadette Quinn, PhD, is a Human Geographer and Senior Lecturer in the Faculty of Arts & Humanities, Technological University Dublin, Ireland. She studies arts festivals and cultural events, being interested in the roles that they play in transforming space, reproducing place and shaping identities. Her work is widely published in international tourism, urban studies and geography journals and edited collections. Bernadette has held External Examining roles at a number of third level institutions in Europe and further afield. She sits on the Editorial Advisory Board of the Journal of Policy Research in Tourism, Leisure and Events and the Journal of Heritage Tourism and is a member of the International Geographical Union Tourism Commission board.



Festivals, placemaking, and socio-cultural inclusion

Festivals are one of the many cultural practices that lend all kinds of meanings to place. In recent decades, they have been widely employed by towns and cities as part of top-down creative place-making strategies used to improve the attractiveness of places in which to live, work and holiday. However, for even longer they have been used in what we might call bottom-up ways, by people engaged in celebrating, experimenting, showcasing, as well as connecting and forging identities with place. This presentation takes a critical look at festivals and cultural events in the context of place-making and makes two arguments. Firstly, that festivals work best for place when actors and stakeholders appreciate the need for festival-making as a creative practice to be rooted in the cultural ecosystems generating cultural and creative practices, materialities and performances in places year-round. Then in the moment of the festival, in terms of creating spaces that encourage participation and engagement, I argue the need for festivals to carefully attend to issues like ownership, management, access and inclusion.



Frank Radstake works at the ANVR, the Dutch trade association of tour operators and travel agents. Within the organization he is responsible for, among other things, legal and consumer affairs, social policy, innovation and sustainability. He is currently working with CELTH and BUAS on a concrete action plan for the travel sector, in order to fulfill the far-reaching ambitions in the field of sustainability that the ANVR and the travel industry have. Radstake lives with his children in the center of the Netherlands. He really loves to

come to Brabant, the Southern Dutch province, to visit BUAS in Breda or even better the Philips Stadium in Eindhoven, the home base of his favourite football team PSV.

Jos Vranken is the Managing Director of NBTC (Nederlands Bureau voor Toerisme & Congressen), in the Netherlands, holding the overall responsibility for the national destination management organisation. In this role, he oversees the development, branding, and marketing of the Destination 'Netherlands' in 7 (inter)national core markets. In addition to his executive responsibilities, he contributes to the academic community as a guest lecturer and public speaker.



Greg Richards is Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at Tilburg University in the Netherlands. He is also participating in EU research on cultural and creative tourism in rural and remote areas (CROCUS Project).

Perry Hobson is the Director/Dean of the Academy of Tourism at Breda University of Applied Sciences (BUAs) in The Netherlands. He holds a Bachelor's degree from the UK, a Masters from the USA, and completed his PhD in Australia. He has held academic and senior management positions in the USA, Hong Kong (SAR-China), Australia and Malaysia – along with being the founding Managing Director/CEO of the International Centre of Excellence in Hospitality & Tourism Education (THE-ICE) accreditation body. For his various contributions to education and research, he has been made an Honorary Fellow of CHME in the UK, CAUTHE in Australia and also by THE-ICE. Last year, he was recognized by iCHRIE with being awarded the Stevenson Fletcher Achievement Award in the USA. After serving as the Editor of the Journal of Vacation Marketing (JVM) for over 23-years, he is now the Editor Emeritus.



Dr. Moniek Hover is Professor of Storytelling at Breda University of Applied Sciences (the Netherlands), where she teaches in the field of leisure and tourism. Moniek received her PhD degree from Tilburg University in 2013 for the intrinsic case study of “The Efteling as a ‘Narrator’ of Fairy Tales”. Efteling (founded in 1952) is the third largest theme park in Europe and part of the Dutch cultural heritage. Moniek does research into the connections between storytelling and experiences (emotions, memories and meaning) in the contexts of leisure, tourism and cultural heritage sites. She delivers presentations at academic and industry conferences, and she publishes in academic and industry journals.

With interdisciplinary BUAs teams, Moniek provides (storytelling-based) research and design projects in the field of leisure and tourism. This entails story-based concepts, storylines, and interactive digital applications e.g. for (the redesign of) Van Gogh locations in Brabant (the Netherlands), Markiezenhof museum, Hanseatic Cities Marketing, Groote Heide Nature Park, Libema Zoos, World War II heritage sites. In line with this she also develops brand guides, books, scripts, dialogues, scenarios, and transmedia storytelling approaches.

Moniek and her team are currently involved in the development (with VisitBrabant) of cycling routes enriched with storytelling, based on e.g. legends and folktales, and industrial heritage. Another high-profile project is the creation of a mobile booth in which visitors can have interactive dialogues with characters from the past. A current research project entails narrative immersion in European theme parks.

Moniek develops and delivers workshops and training programs for the theme park industry (e.g. IAAPA EMEA), for marketing organizations, for the cultural heritage field, and for entrepreneurs around hiking/cycling routes.

Reflections of ATLAS 2024 - The resolution of the story: our takeaways from the conference

This conference wrap-up session will reflect on the themes and content of ATLAS 2024. Moniek and Perry will look back on the content, session, and input over the past few days, pulling together the themes and storylines that have made up this year's ATLAS conference.

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Bertine Bargeman is the director of the MSc Leisure and Tourism Studies at the Academy for Leisure and Events at BUas. Her education and research focus on consumer (choice) behavior, and leisure and tourism practices. She recently started a by CELTH funded project about Volunteering in Leisure, tourism and hospitality organizations, together with colleagues from BUas and NHL Stenden. Bertine studied Recreation Sciences and Sociology of Recreation and Tourism at Wageningen University (1994, cum laude) and wrote a PhD thesis on tourist choice behavior at the Leisure Studies department at Tilburg University (2001).

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Marcel Bastiaansen is a full professor of Leisure and Tourism Experience at Breda University of Applied Sciences, and at Tilburg University. He leads a research group that studies how leisure and tourism experiences relate to well-being and quality of life. He is the director of BUAs' Experience Lab, a research facility that uses experimental psychological and neuroscientific research methods in addition to traditional research methods to measure (the emotions during) experiences as they unfold. Marcel is also a member of the Board of Directors of the World Leisure Organisation.

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Ana Catarina Belo is a PhD candidate in Tourism at the Institute of Geography and Spatial Planning, University of Lisbon and the Estoril School of Hospitality and Tourism since 2022. She is currently an FCT research fellow and her thesis project aims to study digital nomads in Lisbon, namely their motivations and consumption practices in the city and how they relate to tourism. She is also a junior researcher at the Center for Geographical Studies at the University of Lisbon and the TERRITUR (Tourism, Heritage and Territory) research group.

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Dr Julia Calver is Course Director within Events, Tourism and Hospitality at Leeds Beckett University. Prior to joining the academic team in 2012, Julia has spent the past 30 years working across the UK in a range of management roles within the arts and creative industries. Experienced in both operational and strategic management, her work has involved business and audience development strategies, and led strategic partnerships between the cultural, creative and education sectors at Arts Council England. Julia is motivated by creative exchange, collaboration and innovative learning experiences that open up opportunities for engagement.

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Elena Cavagnaro holds a MA from the University of Rome (Italy) and a PhD from the Vrije Universiteit in Amsterdam (The Netherlands). Since 2004 she is professor at NHL Stenden (The Netherlands), first of service studies and then of sustainability in hospitality and tourism. She is associate professor at the University of Groningen and visiting professor at the Universities of Sunderland (UK) and Bergamo (Italy). Following her understanding of sustainability as a multi-dimensional and multi-layered concept, her research focuses on issues that run across and connect the social, organizational, and individual layer of sustainability.

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As a third-year Ph.D. student in Sustainability Management at the Sant'Anna School of Advanced Studies in Pisa, I research city festivals and sustainability, focusing on environmental policies and sustainable planning by public authorities for festival management. During my Ph.D. visiting period at the University of Westminster, I delved deeper into the phenomenon of 'sustainable festivals' by incorporating the social and spatial aspects of urban festivals into my research. Throughout my academic journey, I have also gained industry experience in the field at Green Nation, Live Nation's international department for environmental sustainability. There, I contributed to the development and implementation of sustainability programs for large-scale music festivals in Italy.

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I am currently an assistant professor of marketing, specializing in the marketing of memorable tourist destinations, at ESDDES, Lyon Catholic University, France. My research focuses on the longitudinal tracking of tourists' memories over time, in order to identify the interactive relationships between the essential elements that generate long-term memories and influence tourists' future consumption.

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With three decades of experience in higher education, Willem has devoted himself to tackling social issues in developing nations through international research collaborations and capacity-building grants. He has delivered courses in sustainable tourism, leisure and event management, collaborating closely with regional and local governments to shape effective tourism strategies. Recently, Willem has focused his research on water-stressed destinations, aligning them with SDGs. Additionally, he is exploring attendee experiences at events and the dynamics of LGBTTTQIA+ tourism and events.

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Associate professor at the Arts and Humanities Faculty of the Universitat Oberta de Catalunya . She is a researcher with expertise in social impacts, cultural festivals and identity narratives within the frame of Critical Event Studies and Cultural Studies. Her research has been focused on the critical analysis of contemporary significance of cultural events such as traditional and popular festivals, as social and cultural expressions, space of resistance and platform for cultural equality rights. In her research she observed the transformative social capacity of cultural expressions such as festivals and events, and their evolution in the framework of uncertain times. Currently she has been specialized in analysing contemporary events participation (as cultural activities) on the frame of traditional and popular culture in Spain; and on measuring event and festival impacts, from intangible cultural and social ones to rethinking processes and methodologies to evaluate those effects.

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Dr. Tracy Daniels holds a PhD in Tourism and Hospitality Management. Her research and teaching focusses on sport event tourism and sport mega events, with a particular focus on resilience building. She has over 15 years lecturing in the field of tourism and event management. Tracy is the Academic Head of Hospitality Management at the University of Johannesburg (UJ) School of Tourism and Hospitality (STH).

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I am a cultural geographer with research interests in human-nature relationships in a leisure and tourism context. My PhD focused on how wildlife affects people's bond with green areas. A key finding was that ordinary wildlife is very important, especially birds. At this moment I am doing a research project on bird protection in the Wadden Sea area, investigating how bird watching experiences can be balanced with restoring bird habitats and decreasing recreational disturbance. I work at the European Tourism Futures Institute and I am programme leader of the Master International Leisure, Tourism and Events Management.

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Jorn Fricke has been working at BUAs since 2014, and his interest lies in the field of communities, sustainability and building resilience. After having moved to the Netherlands in the late 90s, he studied and worked as a human geographer at the University of Utrecht, worked internationally in regional tourism development in Mexico and did extensive research on backpacker tourism in Central America and Southeast Asia. Since 2016, he is living with his partner, two dogs and three cats in Breda.

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Lluís Garayis PhD in Economics from the Universitat Autònoma de Barcelona (UAB) and Lecturer at the Open University of Catalunya (UOC), Spain. His main areas of research interest concern the implications of introducing sustainability in small and business enterprises, innovation in tourism production and the analysis of the process of creation of destinations' image. He is also a researcher in the Tudistar Research Group dedicated to the investigation of local touristic development.

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Roos Gerritsma works as an associate professor at InHolland UAS and is working as a researcher and lab lead of the Urban Leisure & Tourism Lab in Amsterdam. For over more than 20 years she carries out research that relate to the following topics: residents and their attitude towards tourism, regenerative placemaking within a living lab setting, community based tourism and leisure interventions and tourism policy making.

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Kyriaki holds the qualification of Environmental Engineer (EUR ING) from Wageningen University in the Netherlands and a PhD on Tourism Destination Management and Regional Development from the Business School of the University of the Aegean in Greece. She has gained international exposure as Senior Research Associate of sustainable development projects (UNWTO, UNEP-MAP, EU, SEE and national) as well as through her research, consulting and teaching experience in Italy, Greece, Germany, the Netherlands and UK. Kyriaki's research explores strategic destinations' development in light of sustainability, resilience and uncertainty. She is the coordinator of the ATLAS SIG: Systems Thinking in Tourism.

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Maksim Godovykh is leading international research projects on exploring the impacts of tourism development on the quality of life, health, and well-being of local communities. He is also working on developing new methods to measure customer experience in tourism, hospitality, healthcare, and public service. His research has been published in leading international journals and disseminated in books, encyclopedias, industry magazines, and news media. He has developed several governmental programs and organized over a hundred conferences, conventions, trade shows, forums, and workshops.

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In the dynamic landscape of contemporary society, where rapid advancements intersect with multifaceted challenges, Alexander Grit, positions himself at the forefront of fostering innovation through the prism of entrepreneurship, hospitality, and leisure within societal contexts. As the leader of the "Entrepreneurship in Transition" professorship, Alexander's mission is to harness these fields as catalysts for social innovation, with a steadfast focus on addressing societal dilemmas through the lenses of sustainability, diversity, inclusion, and intercultural awareness.

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Experienced lecturer with a proven track record in the higher education sector, adept in Urban Planning, Tourism Management, and Data Analysis. Currently serving as the Coordinator of Research and Publications at the Vocational Education Program, Universitas Indonesia. In this capacity, I lead diverse research endeavors, offer meticulous supervision, and cultivate collaborative partnerships across research clusters, particularly within the realms of social sciences and humanities.

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Harju-Myllyaho works at Lapland University of Applied Sciences as a Senior specialist and team leader (R&D). Harju-Myllyaho has a long experience in teaching, project activities and development work in the field of tourism. Her areas of expertise are especially tourism foresight and futures research. Harju-Myllyaho has also experience in operational activities in the field of tourism and customer service. The focus of Harju-Myllyaho's research is inclusive tourism, tourism work and tourism foresight. Harju-Myllyaho belongs to several steering groups and tourism industry expert groups.

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Prof Karen Leigh Harris is the Head of the Department of Historical and Heritage Studies at the University of Pretoria and Director of the University Archives. She holds a D Litt et Phil in History and lectures both undergraduate and postgraduate students in history as well as heritage and cultural tourism. She is regarded as a pioneer in the teaching of the field of heritage and cultural tourism at tertiary level in South Africa. She has also been the principal investigator for research projects conducted for the National Department of Tourism for more than a decade. She is an accredited Provincial Culture Tourist Guide (Gauteng) and holds a higher education diploma. She is the coordinator of the ATLAS Africa chapter and has been a guest speaker on a number of platforms including WFTGA, NDT as well as ATLAS. Prof

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Pezhman Hatamifar is a doctoral researcher with a demonstrated track record in tourism research and a strong commitment to sustainable practices. His experience spans both academic and professional settings. For instance, his doctoral research focuses on achieving carbon-neutral tourism, aligning with the project's goals of Sustainable Development Goals 12 and 13.

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I have been a lecturer at Bournemouth University since 2012 and teach digital marketing and contemporary marketing. My research interests are yoga and wellbeing and connected digital leisure communities. I have published articles on veganism as a serious leisure experience, connected fitness communities and have just completed my PhD on yoga and the flow experience using IPA to explore contemporary yoga communities.

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Amber Herrewijn is researcher and lecturer Event Management in the master's program International Leisure, Tourism & Events Management at NHL Stenden University. Following the design-based philosophy of her university, Amber seeks interdisciplinary cooperation in the event and festival industry to develop innovative prototypes. Working for the European Tourism Futures Institute (ETFI), her interest in circularity & sustainability leads to collaborative research on nudging visitors towards sustainable behaviour. She is capacity builder and researcher on future skills in the EU-co funded project BEFuture, the Future of Business Events that supports the industry in the transition towards a just and sustainable future.

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Economic activities are embedded in and relate to geographies, rural or urban, agglomerative or peripheral. In my research I uncover aspects of spatial development processes from a business perspective. Tourism as a phenomenon and entrepreneurial endeavor represents a key interest for me, and I examine tourism as an engine for growth and innovation, but also as a critical challenge in terms of sustainable development, or conversely as a resource for the protection of cultural and natural heritage. The research includes aspects of co-creation and collaborative development, but also regulatory interventions and policies.

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As a social scientist, I explore the links between tourism, local communities, and aquatic species. Through a post-human lens, my research investigates the diverse roles of marine species such as whales, king crabs, and wolffish in tourism. I aim to advocate for marine species and address issues of management, governance, and regulations to mitigate tourism's negative effects on marine environments, while promoting wildlife equity. Expanding my focus to include various human activities in aquatic settings, I seek to understand and promote sustainable practices that nurture balanced relationships between humans and aquatic life.

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Dr Wilbert den Hoed is a postdoctoral researcher at the research group Territorial Analysis and Tourism Studies (GRATET) of the Rovira i Virgili University (Tarragona, Spain). He recently led the Marie Skłodowska-Curie Action ENTOURAGE which investigated urban mobility transitions in tourist cities and their effects on the inclusion of older residents. Wilbert is co-coordinating the ATLAS SIG 'Space, Place, Mobilities in Tourism' and, as of 2024, also holds a postdoctoral position at the Department of Urbanism of Delft University of Technology.

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I currently work as a researcher for the Boekman foundation, the Dutch institute for arts, culture and related policy. From this position I am involved in the analysis of the national survey for cultural participation (VTO). With this bi-yearly instrument we try to gauge the level of cultural visits or participation amongst Dutch citizens and to get an in-depth view of groups within society that visit and participate more compared to groups that don't (yet) find their way to cultural institutions or events.

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Donagh Horgan is a researcher-practitioner and a lab lead at the Urban Leisure and Tourism Lab Rotterdam, InHolland University of Applied Sciences. His work looks at societal transitions through a

holistic lens of sustainable tourism. His research concerns regenerative placemaking and sustainable urban tourism, and considers the socio-ideological aspects of urban conflicts. He lectures on managing tourism and cultural heritage at Erasmus University Rotterdam. Trained as an architect, he works with governments and place ecosystems on socio-spatial transformation. In addition to academic work, he consults on projects for the European Commission, UNDP and Bloomberg Philanthropies' Centre for Public Impact internationally.

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Nadzirah Hosen holds a PhD in Regional Environment System from Shibaura Institute of Technology, Japan, teaches at Department of Urban and Regional Planning, Universiti Teknologi Malaysia. She has a strong background in urban and regional planning and specialises in tourism planning, particularly in protected areas, where she develops strategies to honour and preserve cultural and environmental legacies. Nadzirah continues to contribute to the field of tourism planning alongside her academic role. Her professional experience includes previous work with the Tourism Planning Research Group, where she assisted in developing Tourism Management Plans, Action Plans, and Strategic Planning.

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Dr. Jalayer (Jolly) Khalilzadeh has a passion for network and [complex] system science research in general, and their applications in tourism, in particular. He is the founder and head of the Tour-Complex (aka T-Complex) virtual lab, which was established in 2015 to study hospitality, travel, and tourism from the [complex] system and network science perspectives. His works have been published in top-ranked academic journals. Jolly has various editorial positions in international blind peer-reviewed journals. Currently, he serves as a tenure-track Assistant Professor of Tourism at East Carolina University (ECU).

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I am a PhD researcher at the University of Eastern Finland (UEF) with the Tourism Business research group conducting my research at the intersection of transformative tourism and experience design. The focus of my research is to evaluate both the role of tourism service providers in designing transformative experiences for consumers and the role of immersive technologies in Transformative Experience Design (TED). In particular, I study and evaluate several transformative experiences' dimensions including definitions, theories, triggers, process, barriers, and outcomes. I am also interested to learn how various tourism contexts influence transformative experiences and whether those experiences are staged, co-created, or accidental. During the PhD workshop of the ATLAS annual conference 2024, I aim to exchange learnings and ideas with likeminded PhD scholars and workshop chairs to further improve my research focus and contributions. I am also looking forward to obtaining valuable recommendations about empirical methods that are applicable to tourism experiences evaluation.

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Ko Koens is Professor of New Urban Tourism at InHolland University of Applied Sciences and Breda University of Applied Sciences. He has been involved with CELTH for years and recently helped set up the Professor Platform and Expertise Network Sustainable Urban Tourism (ENSUT) to stimulate learning among policy, industry, NGO and academic stakeholders. Ko is author of the UNWTO report on overtourism and facilitated the co-creation process of the EU Transition Pathway for Tourism. He has worked with ANVR on their new Sustainability Vision and Strategy and would love to learn what you do. So feel free to reach out!

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Diana Korteweg Maris has been working as a project manager for HZ Research Centre for Coastal Tourism for 15 years. She is particularly well versed in facts and figures about tourism and measuring its impacts, both in Zeeland and beyond. She shares this knowledge and insights to public authorities and industry partners, to enable them to make well-funded policy choices. Diana has been working on several research and data projects within the network CELTH (Centre of Expertise Leisure Tourism & Hospitality) and is involved in the National Data Alliance for tourism.

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María del Pilar Leal Londoño has a PhD in Geography and a master's degree in Territorial Planning and Environmental Management from the University of Barcelona. She is currently director of the Master and Postgraduate programs at CETT Barcelona School of Tourism, Hospitality and Gastronomy, University of

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Marco van Leeuwen is a senior lecturer / researcher at Breda University of Applied Sciences (The Netherlands). His PhD (Radboud University Nijmegen, 2009) discussed embodied and embedded cognition (i.e. complex dynamical systems in the philosophy of psychology). Marco's research focuses on ethics/moral psychology; health / wellbeing / quality of life – especially for fragile groups (e.g. the elderly, people with disabilities); the meaning of leisure and tourism practices; and social innovation in complex societal systems. Since 2021, Marco is the chairperson of the BUas Research Ethics Review Board, developing protocols and safeguarding research integrity at BUas.

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Tiina Leino is a project manager in an international project at the Center for Tourism Business Development at the Satakunta University of Applied Sciences, Finland. The project focuses on improving the career management skills and employment of young tourism, hospitality, and restaurant sector students and the unemployed. Leino is also a PhD researcher at the University of Vaasa, Finland, focusing on informal, formal and collective leadership, expertise, and competencies.

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Dr Refiloe Julia Lekgau is a lecturer in the School of Tourism and Hospitality: College of Business and Economics at the University of Johannesburg. She holds a Ph.D. in Tourism and Hospitality from the University of Johannesburg. Refiloe lectures several modules in the tourism and events discipline and supervises postgraduate research, including honors and masters. Refiloe's research interests lie in a range of developmental issues linked to tourism and resilience, wildlife tourism and communities and MICE tourism.

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Postdoctoral Researcher in the School of Culinary Arts and Food Technology at Technological University Dublin, with 15+ years experience, developing research related to sustainable skills and educational tools for the tourism and hospitality sector in an Erasmus+-funded project, Pantour. Carried out research in the areas of curriculum development, educational landscape and policies, tourism policies and skills development, gender studies and equality and diversity in the hospitality sector. Currently working on the Pantour Project (2022-2026), in partnership with 13 organisations from 11 European countries, including 4 universities, 8 industry partners and the European Tourism Association (ETOA).

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Dr Jane Lovell is a Reader specialising in creative destinations and heritage tourism at Canterbury Christ Church University, with a background in arts management. She has published widely. Her research takes places at heritage sites and includes myth, legends and storytelling; fantasy, magical and literary tourism and film locations. She also continues to stage the light installations that she studies. She is co-chair of Canterbury World Heritage site Committee, an Executive Member of the British Association of Canadian Studies and on the Editorial Board of the Annals of Tourism Research.

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Brent Lovelock is Professor in the Department of Tourism, University of Otago in New Zealand. His current research foci are regenerative tourism and community wellbeing, and human-nature relations.

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Tomas Mainil, PhD is Lecturer Research Methods and Senior Researcher at Breda University of Applied Sciences (BUAS), Academy for Tourism, The Netherlands. He has published in several academic journals (such as Health Policy, Social Science & Medicine and Tourism Review) and a Springer edited volume around the topic of Transnational health care and Medical Tourism. He is currently involved in a range of research projects for the research group Digital Transformations in Cultural Tourism (DTCT), and is interested in the relation between ethics and the adoption of new technologies in the Tourism sector.

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Lénia Marques is an Assistant Professor of Cultural Organisation and Management at the Erasmus University Rotterdam, in the Netherlands. She has worked on several international cultural tourism projects, such as CultSense. Her research interests include arts and culture, creative industries, cultural and creative tourism.

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Heike Martensen is an experimental psychologist by training, studied at the universities of Marburg and Bonn (Germany) and received her PhD from Radboud University in Nijmegen. She lives in Belgium and has also worked there for the past 20 years, mainly as a road safety researcher. Since 2023 she works at

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Dr Carola May is Professor in Tourism Management at IU International University of Applied Sciences in Hamburg, Germany. Her research focuses on the socio-cultural construction of tourism spaces, adventure and outdoor tourism, human–nature relations, and cultural heritage tourism.

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Kevin Mearns is a Full Professor in the Department of Environmental Sciences at the University of South Africa (UNISA). Professor Mearns specialises in the research areas of sustainability, sustainable tourism, community-based tourism and ecotourism. Professor Mearns has supervised more than 43 postgraduate Master's and Doctoral candidates to completion and published more than 125 peer-reviewed scholarly journal publications, book chapters and conference proceedings.

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Dr. Ondrej Mitas (born Bratislava 1982) researches tourists' emotions and quality of life. His ultimate goal is to guide the tourism industry, governments, and tourists themselves to make choices that will optimize their vacation choices. To that end, his research explores the psychology of tourist and leisure experiences with a focus on emotions and well-being and quality of life outcomes. Specifically, he examines positive emotions in leisure and tourism experiences over time and the mechanisms of enjoyment, positivity, and flow in tourism and leisure experiences, and innovative research methods using spatial, longitudinal, biophysical, and mixed-method approaches.

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Simone Moretti is part of the Research Group Tourism Impacts on Society (RTIS) at Breda University of Applied Sciences, where he contributes to research activities and EU-funded projects focused on interventions to maximize the positive impacts of tourism and minimize the negative effects. His research interests include cultural and heritage tourism, tourism and community resilience, destination governance, visitor management, accessible tourism.

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Dr. Ziene Mottiar is a senior lecturer and researcher in the School of Tourism and Hospitality in TU Dublin, Ireland. Her main areas of research interest are tourism entrepreneurs and tourism destinations. In particular she does a lot of research with social entrepreneurs and is increasingly interested in the circular economy, which is the focus of her paper at this conference, and global citizenship. She also engages in teaching and learning innovations and research.

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I have a bachelor's degree in experimental sciences, BTS in culinary arts, a bachelor's degree in hotel management and a master's degree in tourism, heritage and sustainable development. Now I'm preparing my PhD with the laboratory of applied sciences for the environment and sustainable development. I've been working in the hotel industry since 2002 and I've worked in a few well-known companies, like Accor, Resort Co, Since 2009, I worked at the Ministry of Tourism as a trainer (2009-2022) and at the moment I'm in the Ministry of Education in collaboration with the education and training centre in Marrakech.

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Rajesh Nautiyal is a lecturer at the Department of Marketing, Languages, and Tourism, University of Lincoln, United Kingdom. His primary research is within the domain of yoga tourism, folklore, and indigenous research paradigms. In addition, he is also interested in destination management, tourism product development, and intangible cultural heritage.

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Muhammet Necati Çelik has been a research assistant in the Department of Tourism Management at Alanya Alaaddin Keykubat University since April 2017. He started studying tourism in 2006 during his vocational high school period. He received his bachelor's degree in Tourism Management in 2014 and

completed his master's thesis on the sustainability of accommodation businesses in 2019. He is currently a PhD candidate and is planning to obtain his doctorate in Tourism and Hotel Management in 2024. His research focuses on tourism planning and policy, sustainable tourism, destination management, digital nomad destinations, stakeholder management, hospitality management, and overtourism issues.

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Researcher (Human Geography, MSc) with a focus on sustainability in tourism (transport). I worked on various Dutch and international projects focusing on sustainable tourism transport, carbon footprint, and noise pollution - mostly quantitatively.

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Adina Letiția Negrușa, currently professor at the Faculty of Business, Babeș – Bolyai University, Cluj Napoca, since October 2017. In 2004 she joined Babeș-Bolyai University, as associate professor at the Faculty of Business, focusing on general management, hotel management and SME courses. Adina obtained her Habilitation qualification in Management from IOSUD Academy of Economic Studies Bucharest in 2008. Throughout her career, she has been involved in both national and international research projects and educational projects. She is the director of the CeCATO Research Center in Entrepreneurship and Tourism.

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Sally North is Editorial Director at Goodfellow Publishers (<https://www.goodfellowpublishers.com>). Based in Oxford, UK, Goodfellow are an independent academic publisher that specialise in the fields of tourism, hospitality and events. Established in 2008, Sally has been with Goodfellow since the outset having grown the Butterworth-Heinemann tourism list at Elsevier before that. She is always keen to hear about new book and writing ideas, and is looking forward to networking and learning more about new areas, ideas and publishing projects with ATLAS delegates!

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Anisja is a PhD candidate in the ANTARC-SHIP project, which examines environmental stewardship in tourism operations in the Antarctic. She earned a BSc in Geography at the University of Würzburg, Germany and an interdisciplinary MSc called Sustainability, Society, and the Environment at Kiel University, Germany. Anisja has always been passionate about tourism and critically examining its impacts and potential. She wrote her Master's thesis on degrowth and environmentally compatible tourism in the German Alps. Before starting her PhD, Anisja worked as a lecturer in Human Geography at Kiel University.

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A multi-disciplinary Singaporean scholar with roots in tourism and cultural geography, Professor Chin-Ee Ong is currently Professor of Cultural and Tourism Management at Macao Institute for Tourism Studies. He has a range of international and regional academic and research experiences in Europe and Asia and his research and teaching focus on the cultural and creative in tourism and heritage management. Internationally, Prof Ong serves as Editor-in-Chief for Tourist Studies (Sage Publications, SSCI), Co-Chair for ATLAS Critical Tourism Studies-Asia Pacific and Asia Coordinator and Coordinator for Heritage Tourism and Education Group at the Association of Leisure and Tourism Education (ATLAS).

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Dr. Gila Oren is a Senior Lecturer and Head of Marketing Studies at the College of Management. She holds a PhD from Ben-Gurion University of the Negev and has over 20 years of experience in marketing and advertising in commercial business. She is a certified guide at Yad Vashem and leads Holocaust education programs, including the March of the Living journeys. Her research focuses on heritage tourism, dark tourism, virtual tourism, and the experiences of Holocaust survivors' offspring. Dr. Oren is also involved in professional initiatives and projects that bridge academic knowledge with practical skills for students, fostering future.

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Abstracts

Utilising urban or street culture to develop future-proof cities: a practice approach

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The author of this abstract currently works on a professional doctorate project focusing on the attractiveness and therefore resilience of cities/destinations and the value that urban or street culture can add to the redevelopment of cities.

This project examines the shift of street sports & arts such as breakdance, graffiti and skateboarding from urban marginality into the formal, policy making domains of cities. Among policymakers, little is known about these relatively new forms of urban culture, even though municipalities and provinces are busy investing in them. They hope to generate a raft of economic, social, cultural and sporting benefits; economic value, contributions to placemaking processes and an increased attractiveness of the city, social cohesion, inclusion and health. Not disrupting the dynamism and uniqueness of urban culture communities, scenes or practices is a key concern here. Precisely because that dynamism and uniqueness seem to have potential for a city. The challenge is to find and maintain a balance between supporting and utilising urban communities and maintaining their free character. Therefore, the key question is how best to deal with these urban/street culture communities so that they retain their intrinsic value while contributing to the challenges cities are confronted with.

The main research question is:

How to spend resources to identify the most effective interventions to generate and sustain intrinsic value for, and instrumental value with, urban culture.

In this project, a practice approach is chosen to investigate how urban culture practices affect the space in which they take place and vice versa. Concentrating on practices should lead to a more dynamic and holistic view on how participation is shaped by context, and how participation also changes the context. Practice theory provides insights not only into individual choice behaviour, but also into how group dynamics and communities work in leisure practices. Due to its strong emphasis on routine behaviour and dynamic nature, practice theories can contribute to a better understanding of how, in this case, urban practices are adopted, maintained or ceased in the long run.

The aim of this session is to share and discuss initial experiences with the practice approach within this urban culture research.

Exploring pet-friendly domestic tourism in South Africa as a niche market

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Travelling with pets has gained significant traction in the tourism sector in recent years. The companionship offered by pets has significant impacts on the mental health of their owners and provides a sizable impact to the global economy. As such, academia has acknowledged the value of a pet as an integral family member in psychology studies, and the economic value of the pet owner market to the tourism sector, especially with regards to the accommodation of pets along the tourism value chain. As lifestyles and generational characteristics and choices shift, the preferences of pet-owners have evolved and a focus on the inclusion of pets in daily activities has grown. This has sparked a rise in the demand for pet-friendly travel and tourism facilities and services, bringing increased value into the tourism economy. In the South African context, with a historically troubled domestic tourism sector, the investigation of the potential for pet-friendly tourism, particularly with regards to domestic tourism, has flown under the research radar. This study thus explores the possibilities for an emerging niche market which could be beneficial for several stakeholders involved and open up opportunities for new avenues of growth for South Africa's domestic tourism sector. The results stem from a larger study on domestic road trip tourism where 297 online questionnaire responses were collected and unpacks the perceptions of specific respondents on pet-friendly domestic road trip tourism in South Africa. A review of the literature linked to pet-friendly tourism both in the global and South African context also provides insight into the potential which such a market holds for South Africa. Findings reveal key gaps in the availability of pet-friendly facilities including difficulties in finding suitable options and the affordability of travelling with pets. Recommendations are made with regards to pet related policies and opportunities for the South African domestic tourism sector.

Tour guides and liminal experiences: navigating the future of slavery and colonial heritage tourism

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Slavery and colonial heritage are considered sensitive because of what they signify and the varied emotional responses their memorialisation evoke. How then does tourism, associated with hedonism, translate and narrate the past of slavery and colonialism? I contend that tourism is more than just an economic activity of entertainment. Instead, tourism as a set of socio-cultural practices and performances plays a powerful role in everyday process of constructing, de-constructing and re-constructing slavery and colonial heritage. Drawing on fieldwork at slavery and colonial tourism sites in Ghana, Suriname, Brazil, Germany and the Netherlands, I trace the ways in which tourism creates transformative liminal spaces and experiences in which plural cultural memories of the past are activated, contested and negotiated in an ongoing

emergent process of becoming. In particular, I focus on how tour guides through interaction with visitors and the specificities of each site co-creates transformative memorable experiences in ways that addressing the sensitive nature of these slavery and colonial heritage sites. To this end, I develop the concept of the embodied absence of the past as a framing of the transformative memory work of tourism in relation to slavery and colonial heritage. I conceptualise the embodied absence of the past as the awareness of the physical presence yet narrative absence of slavery and colonial heritage which is activated through tourism encounters of heritage traces triggering an evocation and reconstruction of personal and collective memories. Insights into these processes are important in navigating the future of slavery and colonial heritage tourism. Thus, I argue that tourism, beyond commodifying the past, performs important socio-cultural, political and memory work in ongoing societal debates on dealing with the future of slavery and colonial heritage.

‘Who do you think you are?’ A longitudinal study of Scotland’s destination management

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Organizational structures and models for destination management have been changing in response to disruptions in the operational environment (Dredge, 2016) requiring traditional DMOs to shift their organisational models, leadership behaviours and collaborations (Hristov, Scott and Minocha, 2018).

Following a reform of VisitScotland in 2006 to compete more effectively on the international stage, Scotland abolished its area tourist boards (ATBs) to create an integrated VisitScotland network. Although government economic agencies remain influential players in the tourism system, a unique model of destination management organisation that focuses on knowledge management and product innovation has developed over time that distinguishes it from that of other countries (OECD, 2022). Such is the variety of the types of organisations that have been evolved (in terms of composition, management, size and priorities) that they are now described as destination development, marketing and management organisations (DDMMOs). Although, little is actually known about these organisations, both the integrated nature of this network and its separation from government economic agencies, suggests that collaboration (e.g., via knowledge and resource sharing), may influence their formation, ambitions, and subsequent success. Collaboration theory subsequently provides a theoretical framework by which to examine the adaptive capacity of such organizations and how working with partners impacts organizational performance and effectiveness.

Following a longitudinal approach, data collected through mixed method of surveys and interviews with organisation representatives in 2014 and in 2024, this paper reviews the evolution of the bottom-up DMOs created in response to policy changes, and charts their development into destination development, marketing and management organisations (DDMMOs). Both sets of data illustrate that fluidity and pluralism remain defining characteristics of the Scottish tourism policy environment. Regional variations that were prominent in the post 2007 era, characterised by centralisation versus localisation tensions are now well embedded into local ecosystems and DDMMOs highly value their autonomy in shaping and delivering

locally based, agendas and priorities. In 2024, the post-Covid outlook for Scottish DMMOs remains challenging in terms of value creation and value capture, with resilience, financial and resource sharing remaining high on the agenda. The study makes a distinct contribution to debates on the roles, aspirations, and impact of DMOs by illustrating how local interdependencies have influenced the emergence of diverse and complex business models (Reinhold, Beritelli and Grünig, 2022) in response to a complex and dynamic local destination management system.

Empowering event management training through Virtual Reality: New directions and challenges

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The events industry recognises the importance of effective staff training, yet traditional methods often face significant limitations. For example, recreating certain scenarios, such as practising crisis response or evacuation protocols, is often unfeasible or impractical in real life. This gap necessitates innovative and effective training solutions that provide learners with realistic, immersive experiences while ensuring safety and practicality. Virtual Reality (VR), a technology that allows sustainable innovation and experimentation, offers promising potential by providing a controlled, risk-free environment for different types of learners.

The purpose of this pilot study conducted in collaboration with Bodyswaps, a soft skills VR training provider, was to investigate the potential of VR in improving learning outcomes and facilitating training in transferable event management skills. Through a qualitative approach, combining VR tester sessions with semi-structured interviews the research evaluated the impact of VR on learners' engagement, immersion, and skill integration.

The findings from this project identify key opportunities for using VR in training for the events industry. Respondents depicted a positive and impactful learning experience regarding engagement and immersion with VR technology. Despite some challenges such as motion sickness and complicated navigation system, the majority found the immersive nature of VR to be highly beneficial for their learning gains. Respondents expressed a strong sense of engagement and minimal distractions, positively impacting their learning outcomes and skill transfer. As a result, a VR implementation model has been developed to further explore the effect of VR training modules in soft skill development and implementation in higher education and industry training.

Digital nomadism and tourism: the Lisbon case study

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Digital nomads are individuals who work online and take advantage of this location independence to work while travelling. Digital nomadism is a global phenomenon that has been growing in tourist cities. In Lisbon, this phenomenon is especially relevant. The city appears in rankings as the best European city to host digital nomads, such as Nomadlist. The Portuguese government created a special visa for these individuals in 2022. Facebook groups of digital nomads in Lisbon have tens of thousands of members. However, the growth and impact of this phenomenon in the Portuguese capital has yet to be analysed. Even internationally, digital nomadism remains a subject of limited exploration in sociological and anthropological studies and its relationship with urban tourism is poorly understood. Existing studies focus on the most popular destinations for digital nomads, the offer of infrastructure, products and services aimed at this audience and the existence of a community of digital nomads at the destinations. My presentation is part of my PhD project in tourism, where I aim to understand how the spatialities of digital nomads are related to urban tourism. At the conference I will present the relationship established in the literature between digital nomadism and tourism. At the same time, I will explain my theoretical framework, where I develop a dialogue between the literatures of digital nomadism, privileged migrations, tourism mobilities and new urban tourism. Finally, I will present my case study.

In my project, I explore the motivations that explain the mobility of digital nomads to Lisbon and how these are influenced by the imaginary and tourism marketing of the city. In addition, I analyse the spatial consumption practices of these individuals and how they are related to tourism. This exploration is required due to the weight of the tourist imaginary in the travels of lifestyle migrants what corroborates the idea of interpreting digital nomads as a type of tourism mobility and analysing how their motivations for choosing Lisbon are influenced by this imaginary. On the other hand, the similarity between the profile of digital nomads and new urban tourists - frequent and more experienced visitors who look for places and experiences outside the tourist areas of cities - makes it necessary to explore the consumption practices of these individuals and analyse how they relate to urban tourism. In my thesis I want to verify if the spatialities of digital nomads overlap with those of the new urban tourists, and what might be the specificities in the way these populations consume space and have an urban impact on Lisbon. Finally, digital nomads don't fit into the classic existing categories (tourist or resident), which is why it is necessary to go beyond them and propose a conceptualisation of the relationship between tourist cities and digital nomadism. However, despite the relevance of the literature on lifestyle migration and new urban tourism for exploring digital nomads in tourist cities, a study of this magnitude has not yet been undertaken, so there is a need to address this gap.

Animal Ethics on Trial in Tourism in Marrakech and Essaouira

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The delicate balance between tourism and animal welfare generates profound ethical challenges, particularly in places where animals are deeply embedded in the cultural and economic fabric. This investigation of animal tourism in Marrakech and Essaouira, Morocco, uses a qualitative research methodology, including stakeholder interviews and observational studies, to explore the ethical implications and living conditions of animals used for entertainment. It highlights the conflict between commercial exploitation and animal rights, underlining the need for greater awareness and ethical treatment of animals.

Advocating a fundamental shift towards humane and sustainable tourism practices, the study presents innovative models for reconciling economic interests with ethical duties. It exposes the tensions between tradition and the imperative of ethical reform within the industry, arguing for a reassessment of human-animal relations within tourism, towards a future where mutual respect, conservation and dignity are paramount.

This article significantly advances the dialogue on sustainable and ethical tourism, calling for substantial changes to promote a synergistic coexistence between humans and animals in the tourism sector. By proposing a framework for ethical engagement and sustainable practices, this research highlights the critical need for a new paradigm in tourism that places animal welfare at the forefront of its ethical considerations. With this in mind, the study contributes to the wider discourse on animal ethics, welfare and the role of animals in tourism, hospitality and leisure, advocating a transformation of industry practices to achieve ethical and sustainable outcomes.

By highlighting the complexity of human-animal interactions in the tourism industry, the research underscores the importance of considering animal rights as an integral part of tourism development strategies. In so doing, it not only addresses immediate concerns related to animal welfare in tourism but also contributes to global efforts to foster a more ethical and responsible approach to tourism, with respect for all beings involved. This global approach promises to guide future discussions and actions towards the creation of more inclusive and ethical tourism experiences, where animals are seen not simply as attractions, but as sentient beings deserving of ethical consideration and respect.

Complex and Resilient Tourism Systems in Small Islands: The Case of Mauritius

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Over the last decade, tourism destinations have been associated with the concept of complex systems (Baggio, 2020; Baggio, Scott & Cooper, 2010; Jere Jakulin, 2017; Zahra, & Ryan, 2007). However, most contributions either adopt a purely conceptual approach, or the empirical implementations is very limited to some specific aspects of the system (for instance, those for which data can be obtained), reflecting that the operationalization of these theories becomes a very challenging wicked problem.

Among the different elements which define a tourism complex system, the resilient behavior (Cheer & Lew, 2018; Hall, Prayag & Amore, 2017) has gained a privileged position in current debates about the ability of tourism complex systems to respond in front of transformations and challenges.

Using the case of the small island state of Mauritius, a long standing and a popular high-end destination in the Indian Ocean, this research adopts a mixed-method approach: first, we measure the symptoms of complexity (Baggio, 2008) using a number of advanced statistical techniques such as the Lee-Strazicich unit root test, and the augmented Dickey–Fuller test; after that, we use qualitative semi-structured interviews and thematic analysis to search for the meaning and interpretation of the results.

As a result, this research presents a model of resilience in small island tourism complex systems, which have been described as especially vulnerable settings (Scheyvens & Momsen, 2008). Although we believe our findings seem promising, they should be tested in other small islands, as well as other types of tourism complex systems (i.e.: urban areas, mountain regions, etc.), to further refine and fine tune it.

Live Audience Accessibility & Augmentation – Exploring Inclusive Haptic Futures for Music Festivals

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Music festivals need to increase accessibility for people who are Deaf, disabled or neurodivergent. In the future, the use of ICT augmentation at music festivals which is designed to enhance accessibility for people who are Deaf, disabled or neurodivergent is likely to grow. This may incorporate haptic technologies, pertaining to the sense of touch, which are either innovative new developments or disruptions of existing ICT for new uses around leisure or tourism. However, the use of haptic technologies to increase inclusion at music festivals is currently under researched and the uptake of ICT enhancements in this regard may be influenced by audience perceptions of ‘liveness’.

This presentation considers the Live Audience Accessibility & Augmentation ('LAAA') project which addressed issues of inclusivity at music festivals through new haptic ICT with scope for real world impact. LAAA built on previous research to install an innovative new haptic dance floor at Falmouth University over a period of 4 days in May 2023. The research, knowledge exchange and community engagement project was led by Adrian Bossey and delivered by Cornwall Business School in association with the Academy of Music and Performing Arts ('AMATA'). LAAA aimed to evaluate audience experiences of engaging with authentic 'live' music performances, including those augmented with haptic technology which stimulates the sense of touch. Attendees at LAAA events were invited to experience Beat Blocks a new Bass flooring system which transforms sound into felt vibration. Six LAAA events were devised to support the gathering of research data via on-line questionnaires, which is currently being analysed. LAAA activities included:

- Live public performances from Deaf Rave AND four groups of student performers in a bespoke music studio at AMATA
- In-conversation events with Suzanne Bull, founder of Attitude is Everything and Lucy Evans, Producer for In Place of War.
- Deaf Rave DJ Workshops for schools groups, offering attendees the opportunity to experience Woojer Haptic Vests whilst developing DJ-ing skills and provided access to AMATA Music student ensemble performances, experienced using the haptic flooring.
- A haptic sound installation by researchers working at the intersection of soundscape ecology, aural diversity, voice studies, and sound-based composition.
- Accessing Culture & Tourism Workshops, which explored increasing access to live music and culture/visitor attractions for performers and audiences who are Deaf or disabled.
- LAAA also subsidised places on the Attitude is Everything course to attendees from visitor attractions and/or music venues. This course is designed to improve industry practices around accessibility for people who are Deaf or disabled at live events.

LAAA delivered a range of knowledge exchange outputs including; 255 attendees, 17 businesses supported, 2 schools supported, 5 performers showcased and 124 students engaged. The success of the project inspired two follow-on projects measuring audience perceptions of experiencing the BEAT BLOCKS multi-sensory interactive flooring system, or disrupting gaming technologies by wearing Woojer Haptic Vests on-site at selected Music Festivals including Boomtown Fair in August 2023 and the Deaf Rave Festival in October 2023.

Advancing Sustainability in Events: The Role of Interventive Research

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The time is closing on the 2030 Sustainable Development Goals. The increasing demand for clean festival grounds that leave no trace, both in rural and urban areas leads to an urgent call on what to do next to ensure positive sustainable impacts. One of the ambitions of the festival sector in Europe is to become sustainable and pursue circularity. More than 40 events European-wide signed, in 2022, the Green Deal for Circular Festivals.

The sense of urgency is high, recognized not only by those front-runners but also by the research community as the special track of ATLAS SIG Events 2024 illustrates. To advance sustainability in events, it is becoming more urgent to empower research with impactful practices. Shrivastava et al (2018) call for a transformation in sustainability science so that there is a positive impact and can truly be said that the research community is contributing to a more sustainable world. One way to do this is to design interventions for sustainable change, using the world (of events) as a laboratory (Parli et al, 2022).

In this work, we report on a research intervention that took place in Groningen, the Netherlands during the Eurosonic festival in 2023, and in partnership with Innofest. The BUTTLE, an innovative prototype, was tested at the city center and the festival, with a triple objective 1) create awareness 2) gather data 3) reduce cigarette litter.

We do not only share the results of this intervention but also the lessons learned in setting the stage for interventive research at Events, and our perspective on the strategic role of interventive research to advance sustainable development at events and in the world.

THIRD PLACES and the INCLUSIVE CITY

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Often gentrification processes lead to tension between locals and newcomers (Hamnett, 2003; Atkinson, 2004). At the same time, leisure amenities are often pointed out as potentially serving as a bridging device (Lee, 2008). In particular, third places as leisure spaces have the potential to strengthen communities being social mixing hubs (Friedman, 2020).

In this research, we aim to gain an understanding of the role of third places in gentrifying areas, and to which degree they can function as bridging devices in gentrifying areas to make the city more inclusive. We draw on theoretical concepts such as third places (Oldenburg, 1989), bonding and bridging (Putnam, 1995), sense of place (Tuan, 1974; Mulvaney et al., 2020), and sense of community (Jason et al., 2015; McMillan & Chavis, 1986; McMillan, 2011).

Our approach is an exploratory case study in a gentrifying neighborhood in Rotterdam, the Netherlands. We investigate what is practiced in third places and the meaning of those practices to their users. We carried out participant observation and interviews with both owners or representatives of third places, such as cafes or neighborhood houses, and their users.

Preliminary results show that most places are focused on the immediate environment and that places offer something for specific groups and reflect the diversity of people in the neighbourhood. The neighborhood seems to be at a crossroads. Whether will remain inclusive or become uniform and exclusive, it is too early to tell.

Third places can play an important role in bringing together long residents and newcomers in the neighborhood where they are located. However, this depends very much on the willingness and capacities of the owners and the developments in the neighborhood. The results are insightful for policymakers regarding (re)building social ties among the community and the place, in gentrifying areas.

The ambiguities of tourism's energy transition: unravelling the dependency on aeromobilities

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Global climate commitments are an existential challenge that we will only be able to overcome with a serious compromise from all countries and economic sectors. To fulfil these commitments, there needs to be a significant decrease in greenhouse gas emissions over the next few years. This can only be accomplished by moving away from fossil fuels and transitioning towards clean energy sources. The energy transition is increasingly seen as a policy priority, especially in the European Union. However, there are significant differences in how the various economic sectors and countries are addressing this priority. A clear example that reflects this is the way the tourism sector is adapting to the energy transition.

In this presentation, we will highlight the challenges of balancing tourism growth with the urgent need for economic decarbonisation. More specifically, we will demonstrate that the tourism sector has appropriated the energy transition discourse opportunistically, reflecting different degrees of decarbonisation efforts and intensities along the value chain. This argument will be developed by exploring the example of Portugal. On the one hand, this country has actively aimed to position itself internationally as one of the most sustainable tourism destinations in the world. To this end, various measures have been implemented to encourage and accelerate the environmental transition of tourism companies. Sustainability values have also become prominent elements in communication and branding strategies. On the other hand, the political agenda in Portugal has been dominated by the debate surrounding the construction of a new international airport in Lisbon, which is expected to be the largest public project built in the country for the next decade. This demonstrates that air transport, which is highly dependent on fossil fuels, will persist as the dominant mode of tourism transportation.

In view of this, this presentation delves into this contradiction by analysing several materials: the reports of the Independent Technical Commission, appointed by the Portuguese government to study the location of this new airport; and the place brand communication of the Portuguese DMO, namely, promotional videos, strategic plans, and marketing strategies. A discourse analysis of the materials produced by the Independent Technical Commission shows that the relationship between air transport and climate change, as well as the difficulties of decarbonising this transport mode, are topics that have been rather downplayed or even silenced in this whole discussion. The findings suggest that the energy transition and the decarbonisation of tourism at the destination are supported. However, the high carbon intensity of how tourists are expected to continue arriving at the destination is either ignored or omitted. In short, this presentation highlights how the images of sustainability and aeronautical dependence coexist and mix in discourses without their incoherence being questioned.

Posthuman theorisation of volunteer tourism in a time of polycrisis

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Drawing upon a conceptual working paper, this contribution highlights two main challenges for the advancement of the volunteer tourism field: the development of less rigid/dichotomic conceptualisations, and the need to engage with the intertwined implications of key crisis and changes of our time.

Literature on volunteer tourism has extensively developed over the past twenty years. Early conceptualisations of the field have focused mainly on its benefits for destinations and tourists, including its transformational potential for participants (McIntosh and Zahra, 2007), its altruistic drives (Singh and Singh, 2004), and its potential to foster activism (McGehee, 2012). In contrast, a second wave of studies highlighted the negative impacts of the volunteer tourism industry. These included increased dependency of local population on charitable actions and volunteers (Guttentag, 2011); depoliticised, romanticised and stereotyped images of development and poverty (Mostafanezhad, 2013); uneven mobilities between Global North and Global South through the reinforcement of positions of power and privilege (Vrasti, 2012).

More recent studies have provided less polarised examinations of the field, focusing on the multiple and heterogeneous possibilities and processes of volunteering, particularly through the fruitful application of theories of emotions and affect (Everingham, 2015; Judge, 2017).

In this presentation, we discuss how these approaches have contributed to developing fluid accounts of volunteer tourism, showing avenues for future evolutions of the field.

Moreover, we emphasize the need to engage with broader analyses of the current and global ecological, socio-political, and technological challenges and opportunities. These include, among others, the use of artificial intelligence; democracy crises; climate change; pandemics and epidemics; migration; political instability and international conflicts.

We suggest new perspectives (e.g. geofeminism, geohumanities, digital geographies) that could assist in developing critical insights on how current social, environmental, and political issues shape (new) spaces and mobilities within the volunteer tourism landscape.

We conclude by highlighting the interconnected nature of the current crises – hence polycrisis (Bianchi & Milano, 2024) – and the need to better understand their implications for volunteer tourism practice and research.

Regenerative Tourism as Sustainable Development: a Critique

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Regenerative Tourism has emerged as a popular theme in research on tourism's future (Bellato and Pollock, 2023). It is commonly associated with 'sustainable development', and hence with a progressive future.

This academic focus is also reflective of limited developments in the market, where there is a growth of ethical niches that promote regenerative tourism - albeit without necessarily using the term - to customers. Effectively, the philosophy of regenerative tourism is associated with particular tourism products (in the same way that sustainable tourism has been associated with ecotourism in the past).

This paper sets out firstly to put the new focus on regenerative tourism – academic and commercial - in the context of a longer advocacy of various types of tourism as partial antidotes to putative problems associated with mass tourism. There have been various prefixes placed in front of ‘tourism’ over the last three decades that suggest a more environmentally and culturally benign tourism (e.g. community tourism, green tourism, ecotourism etc.) (Butcher, 2014). So continuity / change in what is effectively a critique of mass commercial tourism will be considered in the paper.

It then looks at the claims made through the advocacy of regenerative tourism. These are principally that it addresses the 'unsustainability' of current growth (note also the associated rise of 'degrowth' thinking in relation to tourism (Andriotis, 2018)). The paper does this in the light of existing criticisms of regenerative economics, such as those of Branko Milanovic in his critique of Kate Raworth's influential Doughnut Economics (Milanovic, 2018). It also critiques the underlying assumption that limiting growth, localization of economic activity and circularity, as conceived off in the advocacy of regenerative tourism, offer progressive alternatives to mainstream models (Butcher, 2023). It will argue that regenerative tourism can contribute to sustainable tourism in specific contexts, but at the same time is not a set of principles than can or should be applied to the tourism economy as a whole. Its categorical association with ‘sustainable development’ and hence good development, is not appropriate. In fact regenerative tourism can be antithetical to important objectives associated with sustainable development. In order to develop the critique, the paper draws on a sample of published papers looking at regenerative tourism from the last 5 years (the period over which it has become established as a point of reference), and a sample of examples of regenerative practice referred to in these papers.

Cross-Re-Tour: Scaling up European tourism SMEs for a green and digital transition

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This paper investigates the twin (digital and green) transition processes of European tourism's small and medium enterprises (SMEs). More specifically, it focuses on the circular economy challenges of tourism SMEs in applying sustainability and automation solutions proven by other sectors and underutilised by tourism companies.

The COVID-19 crisis disrupted tourism and hit the sector hard since it stood in direct contrast to the historically high growth rates it had experienced previously (Çakmak, Isaac, Butler, 2023). However, the downside of unbridled tourism growth was severe adverse effects on the environment and the well-being of local communities. This confrontation between the potential positive impacts of a vibrant tourism sector as a driver for socio-economic development and the adverse effects of unbalanced tourism development has - during the crisis - created room for reflection on how to move forward with the sector. SMEs are undoubtedly the backbone of the tourism economy (in Europe, 99,8% out of 3,2 Mio tourism businesses are SMEs) and must be considered in all actions. Therefore, offering them the right tools, knowledge and support services for their recovery, transformation, resilience, and competitiveness is crucial.

This paper highlights the steps taken in the EU-Horizon project Cross-Re-Tour, in which 160 tourism SMEs in 8 European countries (Netherlands, Germany, Latvia, Spain, Portugal, Malta, Slovenia, Montenegro) access knowledge about digital and green tools and business solutions in use in other sectors or large tourism corporations. The project supports the uptake and improvement of existing solutions and best practices through financial and technical support, as well as transnational and cross-sectoral collaboration, whilst monitoring the potential of replicability and scalability of digital and green innovations by SMEs in other countries. Further, Cross-Re-Tour aims to transfer, replicate, and scale up solutions developed for operations and client and staff nudging in other domains and sectors (and potentially in larger tourism companies) towards SMEs in tourism, thus facilitating a process of open innovation. In this context, the project sees the twin transition as a broad economic concept that applies to tourism SMEs and a specific market segment. Achieving this transition in tourism largely depends on sustainable developments in other sectors (clean energy, clean transport modes, circular construction techniques, and so on). In the light of integrating principles towards regenerative tourism development, this project aims to break up the sectoral silos for the dissemination of open innovation systems. This paper highlights the circular economy challenges of SMEs in partner countries and proposes possible preliminary interventions based on the qualitative data collected in 8 countries by consortium partners.

THE SPACE: A non-space for Creative Placemaking

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Creative Placemaking is a research topic at Breda University of Applied Sciences (BUAS), which is embedded in the curriculum and more recently has become the flag in a major European Alliance, KreativEU. For it, we are currently developing THE SPACE, a non-space for experimenting with creative, arts-based methods to develop community-based interventions. We define THE SPACE as a place of creative experimentation, of participatory research and of community engagement through creative practices. THE SPACE uses creative interventions to create narratives by community activation, starting from our own university community and beyond. It revolves around the notion of creative placemaking. Its goal is to help us broaden our toolbox to engage with stakeholders and society at large by developing new creative ways of doing so.

Arts-based research methods are traditionally used in community development and for community participation and in therapy (see for instance in Boydell, Gladstone, Volpe, Allemang & Stasiulis, 2012) but are more and more applied in design (de Jager, Fogarty, Tewson, Lenette and Boydell, 2017) .

The artistic practices that are part of the arts-based research methods mentioned above span from theatre and performance, to dance, poetry, body mapping, and to (digital) storytelling. Their inherent diversity allows them to blur the boundary between mind and body leaving space

for more sensory and bodily experiences (Parry & Johnson, 2007). For this reason, they force researchers to look for and establish new relationships with the stakeholders involved in the designed interventions (Denzin & Lincoln, 2005). Parry & Johnson (2007) further argue that arts-based methods facilitate the transmission of knowledge and research in a way 'that is more accessible to a non-academic community, thereby affecting larger numbers of people.' (p. 124). Or, to put it differently, to have an impact.

Within THE SPACE, we precisely want to achieve this: to design meaningful interactions with and for the community, to unravel the artistic process that is at the basis of this design, and to devise a toolkit to assess their (emotional and societal) impact on communities going beyond merely counting, but by getting to the subjective self of those affected by the interventions. In the literature, there are examples of projects using response cards and reflective journals, like the PLEX cards (Lucero and Arrasvuori, 2013; Lucero, Dalsgaard, Halskov and Buur, 2016) or the PrEmo tool (Desmet, 2018) to capture a wide variety of more sensitive and personal information on an individual's feelings toward an experience.

THE SPACE precisely aims at a similar goal: to develop a toolkit that is community-based. With this presentation, we will report on our first 6 months of setting up THE SPACE and we will share our insights on it covering the role that art approaches can have in creating impact. The results are of interest for those researching in, educating for, and practicing creative placemaking in higher education, or for those seeking innovative ways to create impact.

Digital cultural tourism and creative placemaking – enhancing Indigenous and local values

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This presentation reflects on innovative technology adaptation in Indigenous cultural settings. It presents case studies of two cultural tourism landscape experiences, one of which is a digital online representation that layers the cultural place names, histories and values of the physical settings.

Indigenous culture are often oral cultures so the internet is a technology that has been harnessed to enable cultural interpretation and communication in a measured manner (Carr 2007). Intensive consultation and permission enables the sharing of culture through the power of social connections – either face to face or online. Social connectivity is, however, a privilege – so many peoples are living in remote areas or in poverty and do not have the technology and software to enable and empower communities.

Internet technologies are increasingly utilised to enhance cultural revitalisation and reclaim culture, for instance language learning (Whitney-Gould et al., 2018), thus it is a significant portal to decolonisation, education and online tourism experiences. Secure internet services and broadband coverage are essential for Indigenous communities to communicate, market and participate in digital cultural tourism. Sharing culture in digital spaces enhances the power of Indigenous communities and tourism entrepreneurs. Technology, thus, enables reclaiming of places. It also enables those who are distant from their ancestral homes to be present and active within their communities, albeit online. For example, the Squamish Lil'Wat Cultural Centre in Whistler developed an online virtual tour and store to continue sharing culture to global audiences, including tribal members, during the pandemic (<https://slcc.ca/>).

In New Zealand new Indigenous tourism enterprises have started up or diversified offerings as domestic tourism filled the gap in the New Zealand tourism market when borders closed and COVID curbed travel. Conceptualised and developed pre-COVID the first case study, the Manea experience in the Hokianga harbour, Northland region, overlooks the cultural landscape of Ngāpuhi peoples. The cultural centre takes visitors on a journey of over 1000 years of human habitation in the Hokianga, through the representation of intergenerational histories. An interpretive centre, the surrounding landscape, guided story-telling, dance performance and video production combine to convey the stories of the area. The second case study is entirely online. The Kai Tahu Atlas Kā Huru Manu, was developed as a digital resource for members of the Kai Tahu iwi. The digital maps of the cultural landscape are publically available, providing a learning opportunity for non-Māori about the cultural landscape (<https://kahurumanu.co.nz>). Both case studies enable insights into the development of cultural tourism experiences that are intertwined with place-making and cultural regeneration.

An Investigation of Public Authority Sustainable Planning for Event Management: the Minimum Environmental Criteria for Events in Italy

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In the contemporary events landscape, there is a pressing need for a sustainable approach to planning events by public authorities, driven by their statutory responsibility to license and regulate such events from the planning phase onwards. In parallel, the need to stage more sustainable events is also becoming an increasing priority for private companies operating in the events industry. One viable strategy in pursuing such a goal is through Green Public Procurement (GPP), a voluntary process whereby public authorities seek to procure goods, services, and works with a reduced environmental impact throughout their life cycle compared to goods, services, and works with the same primary function that would otherwise be procured. In December 2022, the Italian Ministry for Ecological Transition introduced the Minimum Environmental Criteria (CAM) for events promoted, organized, or financed by Public Administrations. Events falling under this GPP legislation must address environmental, ethical, and social aspects throughout their entire life cycle. This study aims to test the efficacy and effectiveness of the CAM environmental policy for events in its selection requirements, technical specifications, and reward criteria. A large-scale multi-purpose indoor Italian venue serves as a case study. This research employed content analysis of the CAM for events and interviews with event management professionals with expertise in sustainability. Preliminary insights suggest that incorporating the CAM environmental policy into calls for tenders for cultural events is a significant stride towards the dissemination of knowledge and best practices of GPP among both public authorities and private entities in the Italian events market. Specifically, GPP policies demonstrate the potential to serve as a market force in assisting companies in initiating or advancing their transition towards ecological practices. Furthermore, this study updates the existing literature on GPP and contextualizes the Events Green Procurement Italian regulation within the broader discourse on sustainable development, specifically in relation to Sustainable Development Goal (SDG) 12 'Responsible Consumption and Production'.

Brazilian Community-Based Tourism Cooperatives and its effects for Sustainable Local Development

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Community-Based Tourism (CBT) is characterized by management modes that cooperatively seek protagonism, income and community strengthening through the carrying out of visiting activities. In that regard, CBT's ability to contribute to Sustainable Local Development (SLD) can be seen, through cooperative arrangements that aim to: give greater protagonism to the local community in the management of the enterprise; highlight the importance of protecting natural resources; generate income for the local population; and value the culture of traditional peoples. SLD can be understood as a developmental approach that intends, through an endogenous process (based on the needs and resources of the locality), to qualify people's living conditions by balancing essential territorial dimensions, such as economic, social and environmental. The SLD process has proven to be relevant because it understands that, to improve people's quality of life in a balanced way, it is important to consider the culture of the population of a place, as well as their demands, potential and interests. Thus, it makes socio-territorial benefits that would not be possible in a given context become so. Although CBT cooperative initiatives have foundations linked to SLD, the literature still needs to discuss further how this relationship is established, especially in Brazil, which does not have consolidated instruments that allow describing and geographically locating these. Based on this, this article aims to map Brazilian CBT cooperative initiatives and verify their possible effects on SLD. To collect the data, the following was carried out: a bibliographical research in the Scopus, Spell and Web of Science periodical databases, aimed at studies on national cases of CBT initiatives; and the application of a survey whose target audience was people who work with CBT in Brazil. The data was interpreted using descriptive statistics and thematic content analysis technique. In this way, the results to be developed by this research will contribute to identifying CBT cooperatives in the national territory that have been used as references for studies, providing a general descriptive overview and indicating where they are located. Even though this is not characterized as a census or does not represent "all Brazilian CBT cooperatives", it is pertinent because it is one of the few works that maps these community enterprises at a national level. Furthermore, this study will advance the understanding of the benefits that CBT can generate for SLD, considering that this is a topic that needs to be further explored.

Peak-End Rule in Tourism Experiences: A Catalyst for Long-Term Recollection?

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Research question: the peak-end rule is a cognitive bias that elucidates how future behavioral decisions are directly influenced by retrospective evaluation of past experiences, primarily based on two levels of pain perception: the peak and the end moment, as evidenced in laboratory-induced experiments. However, the robustness of the peak-end rule is circumscribed by specific conditions. Firstly, it must pertain to a single-episodic experience and a completed experience. Secondly, participants were passively exposed to the laboratory induced experience. Thirdly, the pain endurance test was utilized to gauge the emotional valence level (positive or negative). Fourthly, only a short-term recall test was conducted immediately after the end moment to assess the impact on behavioral decisions. The research question was particularly elaborated upon by the author's critique of the short-term recall test pertaining to the peak-end rule, a theme echoed in recent studies, posing the following inquiry: "What would be the impact of the peak-end moment on longer-term recall if the robustness condition of the peak-end rule were modified?"

Approach: this study adopted an abductive approach, beginning with a deductive framework wherein hypotheses were formulated based on a modified interpretation of the robustness condition of the Peak-end rule. The research was contextualized within the domain of tourism experiences, which encompassed multi-episodic real-life experiences and active participation by tourists, while also considering emotional valence and intensity across varying emotional stimuli. Subsequently, the research transitioned to an inductive approach, eliciting unexpected outcomes and insights through longitudinal memory recall tests.

Method: to assess the longer-term recollection of Peak-end moments within the context of tourism experiences, a mixed-method was employed. Initially, peak-end moments in tourism were identified using the Self-Assessment Manikin (SAM) scale, which measured emotional responses by valence and intensity across 25 pictures capturing the entirety of the tourism experience (e.g., London group tour). Subsequently, the long-term memorability of these peak-end moments was evaluated through a longitudinal memory recall test asking participants to recall the most positive and negative moments from their tour experience at two time points: three months and one year following the initial experience.

Results: among the 25 moments (depicted through pictures) comprising the entire tourism experience, certain moments were identified as the peak instances characterized by the highest intensity of positive or negative emotions. Moreover, the end event, namely the aforementioned social gatherings, emerged as the endpoint, also coinciding with the peak moment just prior to the return travel day. Notably, the most positively-intensified peak moments (social gatherings, free-time exploration, the final day of a travel trade show) and the end moment (social gatherings) were associated with perceptions of togetherness value, while the most negatively-intensified peak moment (participation in a ghost tour, and the journey via train) was linked to perceptions of functional value. Furthermore, the results of the longitudinal memory recall test indicated that tourists predominantly recalled the final social gatherings over an extended period. The integration of both sets of findings highlighted the significance of the end moment of social gathering with togetherness as the greatest impact on longer-term recollection.

Festivals and Events on the path to Net Zero

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This research investigates the prominent role that the event industry assumes in a time of climate crises. Existing scholarly discourse posits the necessity for events to play a more significant role in achieving Net Zero objectives. The Net Zero objective aims to minimize greenhouse gas emissions as close to zero as feasible by 2030, with any remaining emissions either absorbed by natural ecosystems or mitigated through carbon capture technologies. While festivals and events may serve as spaces of luxury for the privileged, they concurrently face criticism for unsustainable practices. Despite sporadic critiques, there exists a dearth of empirically grounded research septicly focused on scrutinizing the adoption of sustainable practices with the event industry on the trajectory towards Net Zero.

Although diverse approaches persist in the pursuit of sustainability, the discourse has transcended mere conceptualizations of "greening" events. Achieving genuinely sustainable events necessitates a stance that extends beyond surface-level alterations, as merely enhancing the sustainability of events proves insufficient. To authentically realize the objective of sustainability, adherence to the 17 United Nations' Sustainable Development Goals (SDGs) becomes imperative. These goals encapsulate the overarching ambition of harmonizing environmental, social, and economic facets of development. The study draws on critical event studies, experience design, and sustainable development goals to unravel the intricate intersections between events, sustainability, Net Zero, and event experiences.

From this research, it becomes evident that the event industry actively contributes to the ongoing Net Zero transformation. This research underscores that both tangible and intangible contributions are instrumental in maintaining the relevance and centrality of festivals and events to the Net Zero transformation, especially in light of the target for 2050. Tangible contributions, such as advancements in design and digital technologies, alongside intangible contributions that influence cultural shifts, attitudes, behaviors, education, and engagement, as well as the decarbonization of event operations, are collectively shaping the trajectory of the event industry. From this research it is important to ask the question if we are training students towards a Net Zero society or are we just teaching our students to recycle and minimize waste when they organize the next big event and festival.

Harnessing Festivals to Counteract Systemic Discrimination and Inequality

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Festivals and cultural celebrations have emerged as subjects of heightened interest, with a growing emphasis on conducting in-depth examinations and exercises that extend beyond superficial observations of their immediate effects. This interest is characterised by a growing awareness that these events are not merely colourful spectacles, but instead serve as important windows into the cultural, social, and sustainability dimensions of a community and society. Scholars recognise that these festivities can reveal complex processes such as the interaction of tradition and modernity, the negotiation of identity, the path to equity, embracing diversity,

and encouraging inclusion, all of which can have a significant impact on society, sustainability, and globalisation.

Festivities can be seen as collective expressions in which subjects experience identification, liminality, and liminoid states (Turner 1979), at the same time as uncertainty. Quinn (2003; 2005) and Jamieson (2004) make the link between festival and identity, understanding festivals as a mechanism by which people can reassert, associate, or contest, an ascribed identification. Debates on social rules, behaviour, norms, status, on a frame of a festival aim of understanding social experiences, social outcomes and impacts (as processes as well as social patterns). Therefore in this sense Bourdieu's concept of capital (1972, 1986) and Putnam's (2001) conceptualisation of social capital emerged in different ways throughout participation in festivals. Also there is discord between those who understand festivals and events as an 'intensification of the collective being' (Duvignaud 1976) and those who see them as being inherently subversive and political (Noyes 2003, Bullen & Egido 2003). In both perspectives, the idea of social cohesion arises as a fundamental aspect of the festival experience and its consequence legacy. On one side, it highlights political objectives and the pursuit of social justice, while also accentuating the importance of embracing diversity and raising awareness about systemic discrimination and inequality.

This study centers on the examination of cultural community festivals in contemporary western cities, aiming to explore their potential role in combating discrimination and inequality. Through extensive interviews and participant observation, the research views these events as platforms where diverse objectives and social and political strategies can be implemented.

The study highlights the profound impact of traditional festivals on cultural heritage and community cohesion, recognizing the significance of symbolic representation within spaces and their social transformative potential.

Virtual Escapes: Exploring the Restorative Potential of Virtual Reality Tourism Experiences

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The fast pace of modern society is putting great pressure on people, especially those living in urban areas. This leads to an annual increase in cases of psychological burnout, depression, and even emotional exhaustion (Zhang et al., 2023). To protect against these negative effects, individuals need to get away from the hectic pace of modern life and engage in activities that support recovery. In this context, vacation or tourism experiences are well-known methods for relaxation and psychological detachment from the stress of daily life. (Chen, Petrick & Shahvali, 2016). Unfortunately, however, the positive psychological outcomes of tourism last for only a few days after the vacation (Nawijn et al., 2013). Thus, there is a need for effective, instantaneous recovery strategies that enable the reduction of daily life stress and promote relaxation. In response to this need, virtual reality (VR) tourism can be used as an alternative for individuals to achieve the positive psychological outcomes of tourism experiences in a mobile way (without time and space limitations). The present study addresses whether VR tourism is a viable way to help people recover, relax, and detach from daily stressors.

Based on the conceptual framework of Presence Theory and Effort-Recovery Theory, this study aims to investigate the impact of VR tourism experiences on individuals' psychological detachment and relaxation levels. We will compare relaxing and adventure VR tourism experiences under the hypothesis that they may have different impacts on individuals' psychological detachment and relaxation levels as they have different engagement and psychological outcomes. This comparative approach will contribute to understanding the restorative impact of different VR tourism experiences.

In this study, we will use electroencephalography (EEG) to gain a more in-depth and reliable understanding of how exposure to VR tourism experiences can affect relaxation. EEG provides an objective measure of real-time cortical activity and is considered an ideal parameter for measuring attention (Gola et al., 2013) and relaxation states (Zhang et al., 2021).

This study will be in a laboratory-based pre-test and post-test experimental design and will consist of three VR groups: relaxing, adventure, and control. Real videos recorded in 360 degrees and viewed through an HMD will be used for the VR tourism experience, while participants' EEG is measured. In addition, we will collect self-report data. EEG indices of attention and relaxation will be compared with self-reported measures of psychological detachment and relaxation.

Results will be presented at the conference. In general, we expect this study to contribute to the VR tourism experience literature by quantifying the restorative effect of different types of VR tourism experiences.

How E-volunteering may change the future landscape of volunteer tourism

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Unlike conventional face-to-face volunteering which requires travel to the host destinations, during E-volunteering the skills and experience exchange between volunteer and host recipient is the same, but the nature of the exchange differs as E-volunteering uses VoIP technology with no travel involved. The elimination of travel through e-volunteering has made the tourism component in volunteer tourism to become redundant. Consequently, the boundaries between volunteering and volunteer tourism are becoming distorted, raising questions about the future direction of volunteer tourism. This was manifest during travel restrictions imposed during the COVID-19 pandemic in 2020-2021 (Gössling et al., 2021), which led to an increase in the popularity of E-volunteering.

This research adopts resilience theory in a realistic evaluation framework. The framework applies the realistic evaluation principle: 'what works for whom in what circumstances' which frames context-mechanism-outcome (CMO) to determine the resilience of the volunteer tourism supply chain operations (Eckardt et al., 2020) during and post the Covid-19 pandemic. Thus, the framework determines how the circumstances of the COVID-19 pandemic (C) influenced the stakeholders to adopt E-volunteering (M) resulting in certain resilience and sustainability performance strategies and their long-term implications for the future of volunteer tourism (Deep et al., 2021). The case study examined consisted of a UK-based volunteer organisation and four host projects in Cambodia, South Africa, Morocco and The Gambia that offered E-volunteering placements in lieu of on-site volunteering during the pandemic. The choice of the case study is

based on their recognition by the industry as winners of the African Tourism Market Responsible Tourism Award 2022. Applying a non-sequential purposive sampling of supply chain stakeholders resulted in the selection of 17 actors with whom semi-structured interviews using VoIP technology (Smith et al., 2023).

Adopting this framework enabled the revelation of valuable insights into how stakeholders demonstrate resilience during a crisis and how E-volunteering is emerging as a new niche for the volunteer tourism industry. Results indicate that E-volunteering is a valuable opportunity for volunteers who are unable because of health issues or family commitments such as caring for family member. Other reasons include convenience or affordability of E-volunteering and volunteers' concerns of their carbon footprint when travelling to the distant host projects. Consequently, the sustainability performance of E-volunteering challenges conventional volunteering on multiple counts i.) inclusiveness by enabling volunteers with health issues or who are isolated ii.) offering a low carbon alternative for carbon-conscious volunteers, and lastly iii) resulting in valuable transformative change for each stakeholder. The study challenges the industry to re-examining its sustainability performance in meeting the future global demands of zero carbon measures.

After the fall, assessing the impact of Covid-19 on independent country houses

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The Covid-19 pandemic had a devastating effect on heritage attractions in the UK with Government restrictions having a severe impact on visitor numbers and income. Post Covid-19 the Tourism sector has recovered with a growth of 65% in GDP contribution to more than £237bn in 2022, representing 9.5% of the UK economy bringing it closer to pre-pandemic levels (World Travel and Tourism Council, 2024). Domestic UK visitor spend has reportedly fully recovered to pre-pandemic levels in 2022 although the UK has struggled to attract high spending overseas visitors (World Travel and Tourism Council, 2024). Historic country houses in the UK generate £1.3billion in terms of visitor spend (Historic Houses, 2023) as well as contributing directly to local economies by delivering local employment opportunities. They draw people to the area with their gardens and parkland, providing opportunities for exercise promoting health and wellbeing. This was particularly seen during the pandemic when houses were closed but gardens remained open. Post Covid-19, visitor numbers have remained lower than pre-pandemic levels but are recovering (Gibbeson & Elsmore, 2023); however, this recovery is not consistent across all attractions, with many smaller properties struggling to attract visitors. While visitors have continued to frequent the gardens and parkland, they appear reluctant to pay to enter the houses themselves and thus the problem for country houses post-pandemic is how to encourage visitors to return. Whilst 48% of inbound visitors to the UK say they want to visit historic houses, for regional country houses, the question is also how to attract foreign visitors back to smaller properties.

This paper discusses the findings from interviews conducted with owners and managers of independently owned country houses in the north of England as well as data from a knowledge exchange event with delegates drawn from a wider selection of properties in the region. The data showed that whilst the recovery was working well for larger properties, those that drew

mostly on local and regional visitors were not recovering as quickly. Whilst visitors were still using the grounds for health and wellbeing purposes the resulting visitor spend has not returned to pre-pandemic levels. Many of these properties were unable to draw on the same capital funding grants (for example the Cultural Recovery Fund introduced during the pandemic by the UK government) that were accessible to larger visitor attractions. If the cost-of-living crisis persists, visitor numbers will continue to be restricted whilst maintenance costs increase (the average cost of repair per house is £99k per annum; Historic Houses, 2023), limiting their potential for investment in the attractions. This will have a long term, ongoing impact on the operating sustainability of small-scale heritage attractions. This in turn could exaggerate the challenges faced by smaller off the beaten track properties in comparison to major tourist attractions, a situation that has the potential to be a catalyst for a negative spiral of decline.

Co-creation of cultural visits with Ukrainians in the Exile Memorial Museum

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Historical memory spaces have great potential in the reflection on values aligned with non-violence, empathy and the inclusion of people who have migrated due to war conflicts. In this context, visits to historical heritage linked to the Spanish Civil War in Catalonia are a tool to foster education, reconciliation and inclusion of migrant groups in the host community (Encinar et al., 2023).

The hot interpretation theory explores the interpretation of difficult heritage sites and aims to facilitate local communities' and visitors' mutual understanding of history's meanings. It is based on achieving four goals: i) knowledge and fact sharing, ii) understanding and recognition, iii) imagination and reflection, and iv) peacebuilding and reconciliation (Uzzell, 1989; Zhu, 2022). Considering that more than 25,000 people arrived in Catalonia due to the Ukrainian war (Idescat, 2023), this study links, through heritage, the past Spanish Republican exile with the present exile of Ukrainians.

Specifically, it aims to examine the current guided tours of the Exile Memorial Museum (Spain), a museum based on the experience of the Republican exile due to the Spanish Civil War. This research also attempts to design a reinterpreted guided tour through a co-creation process with the participation of Ukrainians, and conduct a comparative analysis between the standard museum visit experience and the reinterpreted visit crafted through co-creation, examining the distinct experiences of Ukrainians.

The research is based on mixed methods. First, topics from the guided tours in Exile Memorial Museum were explored through a content analysis. It shows that war development and exile are the most common exposed topics, whereas there are few mentions of the war context and the post-war period. Secondly, a field visit with 6 Ukrainians was organised to this museum and the former concentration camp in Argelers (France) to conduct, after the visit, a co-creation process based on the hot interpretation goals. Participants were asked to reflect on the content shared during the visit, highlighting the shortcomings, their current understanding of the conflict, the

arisen emotions and their personal understanding of the link between heritage and peace-building.

Preliminary results show the need for greater historical contextualisation of the conflict, the importance given to personal survival stories and their link to remaining objects, the demand for complementary audiovisual resources, and the notability of comprehension and empathy towards the exiled. As for peacebuilding and reconciliation aspects, results indicate the contribution of disseminating historical facts towards individual awareness and responsibility, but the apparent failure in enhancing group connections.

Finally, two more visits to the same sites will be planned for Ukrainians. The first visit will be standard, without changes, whereas the second visit will be reinterpreted, based on co-creation proposals. Thereafter, participants will answer a questionnaire with closed and open questions about the four principles of hot interpretation. Data will be used to assess if the reinterpreted visit with the co-creation proposals generates more knowledge, understanding, emotions, and reflections than the standard visit. This ongoing research will guide the museum's adaptation of heritage interpretation for exiled groups, fostering intercultural understanding.

Buen Vivir in a European Context: How Environmental Impact from Nature-Based Events can Shape Liveability

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Decades after the introduction of the Sustainable Development Goals (SDGs) and approaching the 2030 target, studies on events continue to focus the analysis on the social, environmental, and economic factors in accordance with the triple-bottom line. Whilst this approach has served its purpose, the issue of environmental impacts remains a pressing concern, and despite numerous calls by event researchers, the attention has been limited. Rather than concentrating solely on analysing each of these factors, I draw inspiration from two concepts that can offer a comprehensive and dynamic lens on environmental impacts from events. First, Liveability is a concept that is rooted in Western perspectives. The focus is on what makes a quality communitarian life and what makes a place desirable to live with a host-guest relationship. Second, Buen Vivir is originating from Andean languages, meaning 'living well'. This perspective highlights the right to nature, equitable resource distribution, and coexistence with a diversity of people, non-human actors, and knowledge.

The empirical insights in this presentation come from qualitative data with residents in the South Åre Mountains gathered during the summer of 2021. This is a sparsely populated area of around 300 inhabitants in northern Sweden. The area has experienced a steady increase in visitors which have led to environmental degradation, such as soil and trail erosion, and disturbances to wildlife, including the reindeer for the indigenous Sami. A trail- and participant-based running event has since 2005 established which today attracts around 2,000 participants every year. The increasing number of visitors, and particularly the rise in event participants, raises questions about their perceptions of, and relationships with, the physical impacts on nature from this event.

At first glance, the informants tell that they do not perceive the physical impacts on nature as problematic. But this is not due to an economic incentive. They have a desire for visitors to come and appreciate nature that themselves cherish. Upon closer examination, however, the analysis shows the mechanisms behind this perspective outward accepted. This comes through a direct development towards a desirable outcome. While tourism involves sporadic visitors,

which poses a challenge to managing the impacts on the physical environment. The event enables them to engage within its structure to maintain control over the impacts by, for instance, building and maintaining infrastructure such as trails. These actions can be without the knowledge of governmental entities or contributions from the organiser. In such way, different knowledge can contribute to a more sustainable event. Further growth of larger events would necessitate more efforts and increased participation. These findings contribute to our understanding of events sustainability without isolating the specific factors. With this presentation, I want to highlight the importance of collaboration between event management and local actors which came by adopting perspectives from concepts like Buen Vivir. Such lens can come beyond traditional the Western theories and concepts to uncover details that might otherwise remain hidden, especially under the SDGs.

Exploring the Integration of Tourism in Smart City Projects for Urban Sustainability

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Previous studies show that an impactful sector for a city, the tourism sector, often remains separated from smart city projects due to a focus solely on residents. However, there is a need for tourism to be seen as an interrelated system within a larger living system rather than a mere economic activity so that its impact on city resources and infrastructures can be properly addressed.

Indeed, this separation disregards the overlapping presence of tourists and residents in many city services and infrastructures. Indeed, poor management of a tourism system can aggravate urban challenges such as overcrowding, pollution, and waste management, endangering the successful achievement of smart city project goals.

To this end, this study aims to fill this gap by investigating the role of tourism in multiple smart city projects guided by the following research question: how do smart cities envision the integration of tourism and its impact through smart urban technologies to support urban sustainability?

To answer the research question, we focus on 24 smart city projects that integrate tourism in the Belgium context as this country is considered one of the highest-performing European Union countries in the area of digital policy and smart city development.

These smart city projects are part of the Walloon call for the Smart Territory project of 2019. Specifically, our analysis is concentrated on the textual data included in the answers to open-ended question 46, where the call's form asks for a description of the SC project and the expected impacts of smart urban technologies on the three dimensions of urban sustainability. These projects are analyzed considering different elements: we adopt the smart city framework together with the smart tourism framework to study the integration of tourism in these projects. We consider tourism as a smart tourism ecosystem with three components, the smart experience, smart business ecosystem and smart destination following the smart tourism framework. We also consider the smart city framework to understand how tourism is included in projects supporting different dimensions of a smart city. Consequently, we are able to investigate not only whether tourism is included in smart city projects but also to what extent

and the data involved in the process of integration. Finally, we adopt a sustainability framework to analyze the expected sustainability outcomes of the integration.

This research will allow us to provide valuable insights on how the integration of tourism in smart cities can represent a tool for community development and develop a new research agenda as well as a useful guideline to city managers aiming to tackle the tourism impact in their smart city projects.

Enhancing Tourism Workforce Skills: Bridging the Gap Between Education and Industry Needs

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As the tourism industry continues to evolve in response to changing consumer preferences, technological advancements, and global trends, the importance of a skilled and adaptable workforce cannot be overstated. However, the persistent gap between classroom teachings and the actual industry needs raises concerns about the effectiveness of educational programs (Babalola, 2019). This abstract aims to explore strategies for enhancing tourism workforce skills by fostering closer alignment between educational curricula and industry demands.

Drawing upon both theoretical frameworks and empirical evidence, this study delves into the significance of addressing the disconnect between education and industry needs within the tourism sector. By synthesizing insights from existing literature and case studies, we highlight the implications of this gap on workforce preparedness and industry competitiveness.

Methodologically, this research adopts a comprehensive approach, including the qualitative analysis of industry stakeholder perspectives. Through open-ended questions with key stakeholders in Marrakech and surveys targeting tourism educators and professionals, we aim to elucidate the specific skill gaps and training deficiencies that hinder workforce readiness. Furthermore, this abstract underscores the relevance of our research to the overarching theme of the ATLAS Annual Conference 2024, "Leisure & Tourism 2030: Navigating the Future." In an era characterized by rapid technological innovation, shifting consumer preferences, and geopolitical uncertainties, the ability of the tourism industry to navigate future challenges hinges upon the agility and competence of its workforce. Our study contributes to this discourse by offering actionable insights and recommendations for enhancing workforce skills development in anticipation of future industry demands.

In conclusion, this abstract presents a timely and relevant exploration of the critical intersection between education and industry within the tourism sector. By addressing the inherent challenges of skills mismatch and fostering greater collaboration between academia and industry stakeholders, we endeavor to chart a course towards a more resilient and competitive tourism workforce capable of navigating the complexities of the future landscape.

Cultivating love through shared adventures in the outdoors

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The concept of love is inherently challenging to define and has been variably associated with notions such as sex, infatuation, intimacy, friendship, social justice, or care. Despite this linguistic relativism, prior studies have significantly contributed to elucidating the multifaceted nature of love. For example, Filep and Matteucci (2020) dualistically interpreted love as both companionship and passion, while Christou (2018) examined agapic experiences in tourism, emphasizing that love transcends human exchanges of kindness and extends to expressions of passion for one's work or caring for the natural environment. Other researchers have explored topophilia, the love of places and the formation of emotional bonds with a specific location (Jepson & Sharpley, 2018). In this study, however, we adopt Edward Wilson's concept of biophilia, signifying an innate human love for nature. Given the intrinsic human inclination to connect with the natural world, we explore the potential of this biophilic perspective extending into relationships, specifically examining how shared leisure experiences can cultivate and perpetuate human flourishing.

Engaging in adventure activities in the wilds not only provides exhilarating experiences but might also enable the development of a profound love for both nature and fellow human beings. The exposure to the awe-inspiring beauty and complexities of the natural world can facilitate a deep understanding of and appreciation for ecosystems, promoting a sense of interconnectedness with all living beings. Simultaneously, the shared challenges and triumphs experienced during these adventures contribute to the development of strong bonds among participants (Farkic, Filep & Taylor, 2020).

Our qualitative study employs positive psychology as a pertinent framework to investigate the construction of love within the context of outdoor leisure activities. Analysing the empirical data collected from interviews with 45 participants across the UK, Germany, and Serbia, we aim to elucidate the multiplicity of ways in which love is constructed through shared adventures in the outdoors. This exploration seeks to contribute to a deeper understanding of how leisure experiences can nurture and fortify diverse forms of relationships within our rationalised, individualistic, and fast-paced world and ultimately contribute to human flourishing.

Contested development, contested meanings, and contested growth: discourses of sustainable development and a new airport in a rural destination in Sweden

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Tourism scholars have looked on degrowth, non-growth and rightsizing debates (Hall, 2009) to emphasise the need for limits to growth and an alternative to existing developmental models. Degrowth debates challenge dominant discourses of development and modernity including sustainable development, and advocate on a transition from consumerism towards cooperative and circular economy to reduce inequalities and environmental impacts (Ludmark, Zhang and Hall, 2020). Although degrowth strategies have been criticised as very difficult to adopt and implement, it remains the challenge to reduce tourism experiences consumption and especially those involving air-transport (Prideaux and Pabel, 2020). For several authors, there is no other way in reducing carbon emissions and tourism's contribution to global warming, than reducing non-essential air travel and thus degrowing tourism (Gössling, Hall, Peeters, and Scott (2010) as cited in Becken 2017; Sharpley, 2020).

The aim of this research is to discuss discourses of a disputed tourist project in rural Sweden as communicated in mass media. More specifically, the research is examining the case of Sälen mountain resort and look on how the development process of a new international airport, inaugurated in 2020, was presented and debated in newspapers. The project was considered controversial with many proponents as well as opponents raising conflicting interests and points of view. To capture the public discourse, we have analysed newspapers articles, mainly from local papers, for the duration of the period from the announcement of the project in 2008 to the inauguration of the new airport in December 2019. Findings indicate that the development of an international airport was presented as hopeful and good. Pro-growth discourses around increasing numbers of international tourists and job generation, rurality and peripherality mitigation, or even of positive environmental impacts were evident in the media. Opposition on the other hand, came as debate articles and develops around tax-payers money, responsibility to future generations and environmental concerns. Discourses of weak and strong approaches and pro-growth vs degrowth become part of the discussion of the results to inform the theoretical framework of analysis.

Authenticating Geotourism in Indonesian UNESCO Global Geoparks: A Place-making and Multi-stakeholder Perspective

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UNESCO Global Geoparks (UGGps) stand out for their remarkable geological heritage, utilising the unique geological identity provided by UNESCO endorsement to shape a distinct destination brand. Central to UGGps is the development of geotourism experiences, a strategic initiative

aimed at showcasing the destination's geological significance and geographical character through an educational and conservation approach. Hence, crafting narratives and storytelling of the geological heritage, biodiversity, and cultural diversity, as embodied in the ABC concept (Abiotic, Biotic, and Culture) plays a pivotal role in enhancing the geotourism experience, allowing tourists to foster a comprehensive understanding of the area and distinguishing the unique elements of UGGps. Recent studies (Rickly, 2022; Rickly, Sharma, and Canavan, 2023) highlighted the need for more research related to the authentication processes of tourism experiences, advocating for an inclusive multi-stakeholder approach in the understanding of power dynamics and social processes that produce and drive authenticity at places. Given a lack of stakeholder engagement can lead to a loss of authenticity in the tourism experience offered, it is crucial to assess in the context of geotourism how various stakeholders directly and indirectly involved in the development of the UGGps position themselves in the authentication of the ABC elements for the geotourism offering and the delivery of authentic tourism experiences for tourists. Using a qualitative research approach of two UGGps including Batur UGGp and Rinjani-Lombok UGGp in Indonesia, this study examines the distinct placemaking approaches taken by the stakeholders involved in the development of the tourism experience and emphasise the intricate interplay between stakeholders' power relationship that shape the authenticity of the geotourism experience. While Batur UGGp management is dominated by central government involvement, Rinjani-Lombok UGGp engages the local community as co-creators in developing geotourism experiences. Empirical research is based on in-depth semi-structured interviews conducted in Batur UGGp and Rinjani-Lombok UGGp which were carried out with 36 stakeholders, including UNESCO representatives, government entities, UGGp management boards, site managers, tourism and business associations, tour guides, travel agencies, experts in local culture, academia in tourism and geology, NGOs, and local champions. This study contributes to the ongoing academic debate on placemaking, the geotourism experience, and the power at play between various stakeholders involved in the authentication of geotourism and its resources. First, it reveals that the destination's popularity before obtaining UNESCO Global Geopark status contributes to shaping the placemaking strategy for the development of the tourism experience at UGGp. Second, this study unfolds that the power dynamics between some stakeholders can lead to a limited impact on how they leverage, develop, and use the ABC elements for tourism in the geoparks. Instead, the presence and collaboration of experts in crafting the comprehensive storytelling of the ABC elements emerge as an important factor in the authentication process of the geotourism experience. Lastly, this study brings to light that historical narratives and behind-the-scenes stories from the local community are key factors in the creation of meaningful storytelling of the geological heritage, enabling authentic geotourism experiences for tourists.

Crafting Sustainable Narratives: A Nordic Exploration of Tourism's Untold Story through Sustainability Storytelling

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Existing research recognizes the positive impacts of storytelling and sustainability communication in the tourism industry. It established that both storytelling and sustainability

communication in the destinations' management context lead to a higher competitive advantage (Pachucki et al., 2022; Pulido-Fernández and López-Sánchez, 2014), strengthen brand identity and reputation (Bassano et al., 2019; Furlow, 2014), influence behaviour change (Brown et al., 2005; Furlow, 2014), and initiate stakeholders' collaboration (Hartman et al. 2019; Belz and Peattie, 2009). However, limited studies delve into the utilization of storytelling to enhance sustainability communication, which is referred to as the practice of sustainability storytelling in the study.

This exploratory study aims to investigate the concept of sustainability storytelling, focusing on its interpretation, implication, and implementation in the tourism sector. It addresses the need for more effective communication in light of the growing demands of sustainability-related tourism products and destination management (Holmes et al., 2021; Miller et al., 2010; Tölkes, 2018)

By following a constructivist paradigm and adopting a subjectivist approach to knowledge construction, this research utilized expert and purposive sampling techniques to select participants with expertise in sustainability storytelling working in Nordic Destination Management Organizations (DMOs) in capital cities. Thematic analysis was employed to explore participants' interpretations and meanings. Despite acknowledging limitations, such as a small sample size, the study found Nordic countries excelling in sustainability benchmarking programs and emerging as leading sustainable tourism destinations.

The study proposes a new tourism-oriented definition of sustainability storytelling (interpretation) by amalgamating various definitions provided by the respondents. Consequently, it proposes eight practical approaches (implication) for destination management in adopting sustainability storytelling. Lastly, it provides industry practices from the Nordic destinations on how sustainability storytelling has been implemented.

Presenting a novel intersection of storytelling and sustainability, the research offers a significant academic foundation on this underdeveloped topic, especially with the newly proposed academic definition of sustainability storytelling. At the same time, it enriches the discourse on destination sustainability communication while setting a foundation for future studies to investigate the theoretical and practical dimensions of storytelling as a strategic tool for promoting sustainability in tourism and beyond.

Future research endeavours could enrich the scholarly landscape of this field by expanding the research scope beyond capital cities or Nordic regions, thus further exploring the proposed practical methodologies and investigating the implications of sustainability storytelling for both destinations and travellers.

Crafting Évora 2027: strategies for inclusive place branding and placemaking

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There are distinct interpretations of place branding and placemaking within the scope of cultural and tourism development, which have not been exhaustively explored in the literature. Recent publications indicate a trend towards more holistic and participatory strategies that combine top-down and bottom-up approaches, involving multiple actors in shaping spaces and meanings. Urban events grounded in local arts and culture can play a significant role in the (re)creation of places and in the (re)configuration of a place's identity. These changes have the potential to influence the environment's perception by residents and visitors, determining how they

experience and interact with the place.

Local development strategies and policies prioritizing the promotion of tourism, local arts, and culture within community involvement are advantageous for place branding, attracting visitors interested in authenticity and cultural diversity, while promoting more genuine and enriching tourist experiences.

The participatory approach enables residents to become co-creators of the place's narrative, preserving the local character while fostering stronger bonds of identity among the community, contributing to a deeper sense of place. Nonetheless, numerous obstacles and challenges impede the effective engagement of local communities in dialogue with tourists and stakeholders in the preparation of cultural initiatives.

In 2027, the city of Évora and Alentejo region, in Portugal, will host the European Capital of Culture. This occasion represents a unique opportunity to enhance its global cultural profile, while at the same time providing the potential for the revitalization of public spaces, thereby contributing to the improvement of the residents' quality of life. The four years preceding the implementation of this prestigious European initiative are crucial for establishing the necessary foundation to accomplish the outlined objectives in the bid book.

The methodology for developing “Évora 2027” is supported by the principle of participation and community ownership of the project. This underscores the need to actively involve local residents, cultural and tourism actors and other stakeholders in the organization process. To fully realize its potential, the program will be implemented gradually and in phases.

This research deepens the understanding of place branding and placemaking in the context of cultural and tourism development, with specific focus on urban events. It explores how the ongoing implementation of the program respond to the objectives outlined in Évora’s bid book, particularly the citizen participation, intercultural dialogue, social cohesion and inclusion, during the phase under consideration - from the beginning of the preparation to the present.

This study adopts a qualitative approach, using a literature review to establish a dialogue among the topics under investigation. A document analysis is also carried out based on publications related to “Évora 2027”, including the bid book, press releases, conferences, among other official documents and digital sources.

Using “Évora 2027” as a lens to examine the effectiveness of participatory strategies, the research results aim to contribute to the broader understanding of place branding, placemaking, and cultural tourism development. Findings are expected to assist decision-making regarding tourism forms that prove to be more inclusive, participatory, and meaningful, both for tourists and local communities.

Rituals, Recognizability and Relatability - Designing Experiencescapes to Build Resilience in Communities

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Traditionally, researchers have looked at issues of community resilience in disaster management (Büyüközkan et al. 2022, Amirzadeh et al. 2022). However, especially in the wider field of sustainability issues, practical applications of theoretical insights are still limited (Nuchter et al. 2021, Fay et al. 2018). To bridge this gap between theory and practice, this paper looks at the design of experiencescapes as platforms for experience production and the creation of

connections (Ekerljung 2015) through physical and social spaces in two selected urban communities in the Netherlands and Germany.

This paper addresses the question of how the consideration of physical and social spaces in the design of experiencescapes can help build resilience in urban communities through a Delphi study with involved practitioners and academics, ethnographic research among members of two urban communities, as well as relevant literature.

The results of this research indicate that the design of experiencescapes in physical and social spaces requires close attention to community rituals as well as specific individual and community characteristics. Ritualized experiences allow communities to create an environment in which members can intimately relate and recognize themselves individually and one another a group. Experiencescapes facilitate community-embedded ritualized experiences through food, dancing/singing or storytelling to help communities build resilience. The layout and design of physical spaces needs to include elements that express openness, while allowing ritual experiences to meet specific community needs. Social spaces need to express hospitality through varying degrees of empowered connections with the wider community. Physical spaces can be purposively designed in a way that facilitates such integration of communities and that helps build resilience. Both spaces require community members to relate and recognize aspects of themselves within those spaces. Communities can then use and shape experiencescapes to help build resilience.

Analysing workationers' profiles and motivations in rural spaces

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Remote working, developed thanks to digitalization, has rapidly expanded since the pandemic (Flipo et al., 2022). This growth has given rise to new work and travel patterns, blurring the lines between work and leisure, as well as business and leisure travel (Pecsek, 2018). In fact, studies on the intersection between work and tourism identify diverse worker profiles, qualified professionals working online thanks to digital platforms and closely linked to self- or intra-entrepreneurship, involved in hybrid tourism (Cook, 2023; Reichenberger, 2017; Uriely, 2001). For example, the "'digital nomad', particularly analysed for its development and impacts in large globalised cities and international destinations (e.g. Cook, 2023), and "workationers", who develop their tasks remotely from a destination where they can develop tourism activities (Pecsek, 2018; Bassyouny & Wilkesmann, 2023). Their choice of remote work as a lifestyle highlights the central role of vacation and tourism in these new forms of hybrid travel. Previous studies have developed in a high urbanisation context, where hybrid mobility has accelerated (Mariotti et al., 2023). Nevertheless, certain researchers, such as Vesala & Tuomivaara (2015), have highlighted the benefits of remote work in rural environments. Indeed, these areas could benefit from the opportunities associated with remote working and its related spaces like coworking facilities (Flipo et al., 2022). Investigating the workation phenomenon in rural areas is crucial, as it has the potential to drive a transfer of entrepreneurial cultures and contribute to repopulation in areas facing significant socio-economic and infrastructural challenges. To effectively address this phenomenon, it is essential to understand the reasons

behind workers engaging on workations, ideally defining various workationer profiles. Following the suggestion of Bassiouny & Wilkesmann (2023) to identify those profiles, can be valuable in territorial planning contexts. This knowledge can inform decisions on strategies to attract and manage workationers, considering the potential impacts on the environment and society, and may enhance several socioeconomic characteristics of the territory.

Therefore, the current study aims to achieve several objectives, including describing the profile and preferences of workationers in rural territories, exploring the reasons behind their choices, and assessing differences among workationers in different rural areas comparing the results obtained in rural territories closer to urban and mass-tourism destinations with the ones obtained in more remote and isolated rural territories. To achieve these goals, understanding the reasons that bring people to engage in workation activities and uncover the processes conducted to select rural destinations, a mixed methods approach will be employed, beginning with a systematic literature review and netnographic exploration of workation-related discussions and images in social media. Subsequently, semistructured interviews with workationers will be conducted. It is important to emphasise that the analysis will specifically target rural coworking spaces, with the objective to obtain useful insights for their development and for the broader communities and territories in which they operate. Special attention will be given to ensuring that any development, particularly in tourism, is fair in social, economic and environmental terms.

Independent Leisure for people with disabilities – Understanding the role of constraints

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Living independently means that individuals have the tools and means to make decisions and to control their own lives. For people with disabilities, a group of the population that must face disproportionate barriers for this independent living, article 19 of the Convention on the Rights of Persons with Disabilities (United Nations, 2006, p.13) states that: “States parties recognize the equal right of all persons with disabilities to live in the community”. However, it is well-known in tourism and leisure literature that people with disabilities are disproportionately affected by constraints (Smith, 1987). These constraints were first understood as travel or activity participation inhibitors (Crawford, Jackson, & Godbey, 1991). Later on, they were defined as more complex components of people’s behaviour, as they are dynamic, negotiable and, sometimes surmountable depending on each person capacities and abilities to do so. In any sense, these barriers or constraints have played a crucial role to understand peoples’ leisure and tourism behaviour and, in the last two decades, they have also been incorporated to the accessible tourism and leisure literature to explore this disproportionate effect on some individuals.

Considering that leisure and tourism play an essential role in peoples’ life, their health and well-being, this study aims at exploring the main barriers that people with disabilities must face when trying to exercise their personal autonomy and free determination, mainly focusing on leisure and tourism services. This study takes place in Girona, a small town in the north-east of Catalonia, Spain. Data is collected through a survey to town users and it includes the evaluation of different barriers when consuming a destination.

Preliminary results show that, in general, people do not participate in leisure activities due to lack of information rather than because of lack of a suitable offer or accessibility. However, for people with disabilities, the reason for not participating in these activities is more linked to its accessibility and offer. In addition, leisure and cultural activities, compared to other basic independent living dimensions, such as accommodation or shopping services, are perceived as difficult to be accessed and experienced. In other words, constraints are inhibiting participation in leisure and culture more than in other daily life dimensions.

This study contributes to the understanding constraints in culture and leisure spheres. This may be critical to tourism planning and marketing, and destinations should develop and implement strategies to overcome these perceived constraints (Chen et al., 2012) or minimize their effects. Furthermore, if we see constraints as factors that restrict the development of the tourism market and limit the potential of tourism destination development (Chen et al., 2012), this may be basic to make a diagnosis of a destination and act accordingly.

Regenerative place(making) leadership practices in Amsterdam's tourism lab

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Amsterdam Noord is appointed by the municipality to become one of three new core city districts (Gemeente Amsterdam, 2022). Noord is going through a transitional phase since approximately 10 years and will be for the coming decade(s) (Gemeente Amsterdam, 2020). Transitions can be distinguished on several layers, such as in housing, mobility, type of residents and the development of a leisure and tourism offer. Apart from these place-based transitions, the world 'out there' can also be characterized as a realm in which the Grand Societal Challenges (Voegtlin et al, 2022) are omni present. From a systemic perspective these are all interconnected. To cope with these challenges that this 'wicked' reality brings, a regenerative placemaking and multi-perspectives lab setting can be suitable to move beyond problematization and explore possible futures (Smeenk, 2023); or in a more regenerative way of speaking: navigating from poly crises to poly potentialities (Wahl, 2023). In this session, such an approach is discussed based on experiences in the Urban Leisure & Tourism Lab Amsterdam of Inholland. The lab is based in Amsterdam Noord and aims to contribute towards a more livable and attractive (semi) public space and considers tourism and leisure destination development to reach that goal (www.tourismlabamsterdam.nl). In doing so, the lab positions itself as a facilitator, catalysator and space holder for contributing towards increased community capacity building and stimulating collective stewardship. Within the lab (associate) professors, researchers and students co-design tourism and leisure interventions with the local eco system that consists out of various (non) human stakeholders. The lab team increasingly uses regenerative place(making) leadership practices to achieve this (Hernandez-Santin et al, 2020, Andersson, 2021, Pollock, 2019, Wahl, 2016, Storm & Gilles, 2019). Regenerative place(making) leadership can be described as the work of urban gardeners who try to fertilize the soil and plant seeds, without promising an immense harvest on a short term (Gerritsma & Horgan, 2024). As this study is part of a Professional Doctorate trajectory of the lab lead, that took off in November 2023, Participative Action Research (Migchelbrink, 2016) reflections will be shared. These reflections are based on experiences with a short cyclical practiced-and-lab-based design research phase that have as the subject: Feeling at home in a changing Amsterdam Noord – stories and tours as bridgebuilders. Several organizations such as Tours that Matter, amsterdam&partners, the municipality and Warm Welcome collaborated

within the lab setting. In addition, other interventions that were co-designed with the local eco system since 2021, such as the Story Bench and the Wishing Wall, will be shown too and used as clarifying and reflective examples and impactful narratives.

What place for domestic tourism in hotel infrastructure in Marrakech?

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The role of domestic tourism within Marrakech's hotel infrastructure is a pertinent yet often overlooked aspect. Despite being an attractive destination for Moroccans, domestic tourism has historically been overshadowed by international tourism in Marrakech. However, recognizing the significance of domestic tourism is crucial for sustainable tourism development in the city. To address this, thorough fieldwork is essential to assess the involvement of locals in Marrakech's tourism sector. Understanding their preferences, behaviors, and contributions can shed light on the dynamics of domestic tourism and its potential impact on the city's economy and cultural heritage.

Identifying the strengths and weaknesses of the current tourism landscape is paramount. This involves analyzing existing hotel infrastructure, attractions, and services catering to domestic tourists. By recognizing areas of improvement and untapped potential, stakeholders can devise strategies to enhance the domestic tourism experience in Marrakech.

Developing a comprehensive strategy to promote domestic tourism is imperative. This entails targeted marketing campaigns, tailored experiences, and incentives to attract local visitors. Collaborating with local businesses, cultural organizations, and community leaders can help create authentic and appealing offerings that resonate with domestic tourists.

Furthermore, integrating domestic tourism into Marrakech's broader tourism strategy ensures its sustained growth and recognition. By consistently prioritizing and investing in domestic tourism initiatives, Marrakech can solidify its position as a vibrant and inclusive tourist destination for both locals and international visitors alike.

CO2 emissions and environmental awareness and knowledge by visitors to protected areas

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Global warming is the result of greenhouse gas emissions into the atmosphere in excess. In recent decades, there has been a substantial change in the world climate. Reduced amounts of snow and ice, melting polar ice, increasing sea levels, extending some seasons, and altered rainfall in tropical areas are all examples of this phenomenon. The consensus among scientists is that, during the past 50 years, human activity-induced increases in CO2 emissions have been the primary driver of both climate change and global warming. People are unprecedentedly

travelling around the world; hence, some attribute global warming to a multitude of climate-related activities caused by the extraordinary global mobility of tourism. Protected areas are among the most sought-after travel destinations in developed countries; therefore, it stands to reason that there is a higher rate of GHGs related to tourism mobility in these locations. One of the primary goals of conservation planning is to establish reserves with the intention of safeguarding valuable places. Managers and planners must integrate both their own development vision and external requirements for successful tourism development. It is the responsibility of natural resource managers to match public policy with diverse populations that hold varying views, attitudes, and values toward natural resources. The ecological integrity of natural areas must be taken into account through considering several elements, including values, attitudes, beliefs, and actions of the general public, the government, local businesses, and natural area visitors. Over the past few decades, social psychology theories have advanced our understanding of human behavior, which has fostered and enhanced environmental sustainability. Individual broad opinions about the environment and the relationship between humans and the natural world are shaped in part by their own ideals. People's ingrained basic views about nature and human conduct are the source of their intense knowledge of negative repercussions related to their behavior toward the natural environment. Values have a major role in explaining certain behaviors and beliefs; as a result, they may be used as a predictor for a variety of factors, including attitudes and behavioral intentions. The main purpose of this study is to look at the participants' value approaches and how their personal values affect their environmental awareness and knowledge of issues. Participants' tripartite value orientations—egoistic, altruistic, and biospheric—are explored in the first phase of the study. The subsequent phase looks at how the participants' value orientations vary according to their gender and educational attainment. Finally, the study investigates the role of the general pro-environmental beliefs of participants in the relationship between personal values and their environmental knowledge of issues and action strategies. This research is the outcome of data gathering from 517 visitors to Barcelona, Spain's Montseny Natural Park, via the distribution of personally administered questionnaires. The findings reveal that there are no statistically significant differences in the personal value approaches between men and women, as well as their level of education. Moreover, the outcomes identify that general pro-environmental beliefs completely mediate the relationship between value orientations and knowledge of action strategies.

Adding rather than replacing: The integration of proximity tourism in destination management organizations' strategies. The case of the Provence-Alpes-Côte d'Azur region.

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Over the last decade the negative externalities generated by the unbridled growth in tourism activity experienced throughout the world have been increasingly questioned by an expanding body of activists, researchers and professionals. One of the emerging responses within this debate concerns the necessity of a “tourist degrowth” defined as the reduction in consumption and production of tourism products and services with a view to reducing the ecological footprint of tourism (Murray et al., 2023). Among the different strategies associated to “tourist degrowth” several authors have emphasized the potential role of domestic and proximity tourism as a potential degrowth strategy (Higgins-Desbiolles, 2023; Romagosa, 2020).

Against this backdrop, this communication presents some preliminary results of a research project that investigates the incorporation of proximity tourism in the strategies of the destination management organizations (DMO) located in the Provence-Alpes-Côte d'Azur region (France), one of the most well-known tourist areas in the world. Based on interviews with several DMO directors it shows how products and services inspired by the proximity tourism concept are increasingly integrated into their medium- and long-term strategies. Several factors explain this trend: a growing focus on slow and proximity tourism in national and regional policies and fundings, a growing recognition of tourism's contribution to climate change and the recent experience of the COVID-19 crisis that has highlighted the importance and potential of national and local tourism for the resilience of the tourist industry. Yet, this emerging interest is rarely associated with a willingness to renounce the economics benefits generated by foreign visitors to reduce the ecological footprint of tourism. The attraction of European and extra-European tourists remains a point of emphasis in the DMOs' strategies. Rather than a substitute for international visitors, proximity tourism is perceived as a potential addition to the established tourism products that can mitigate tourism seasonality and attract a new clientele. While this trend is not without positive social and economic consequences, its capacity to contribute to more climate just tourism-related mobilities' appears questionable.

Measuring the perceived impacts of tourism on local communities

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Tourism exerts both positive and negative impacts on destination communities, a topic extensively covered in literature. However, scant attention has been paid to understanding the perceived impacts of tourism on local communities. Distinguishing real impacts from perceived impacts is crucial, as the latter is influenced by various factors such as socioeconomic status, involvement in the tourism industry, destination image, and self-identity. This presentation introduces a scale designed to measure residents' perceptions of tourism impacts. The scale's development involved a multi-step process. Initially, measures were generated through a literature review and qualitative interviews. A comprehensive analysis of existing literature was conducted, specifying the domain and generating initial conceptual definitions. The relevance of scales in the literature was assessed, and a qualitative study identified keywords for impact categorization. In the second stage, the scale underwent purification using exploratory factor analysis, identifying two groups of items. Seven items were dropped due to high cross-loadings or low item-to-factor loadings. The final stage confirmed the two-factor solution's validity and reliability through confirmatory factor analysis. The initial item pool covered diverse tourism impacts: positive/negative economic effects (income, job opportunities, infrastructure, investments, price increases), socio-cultural impacts (cultural exchange, preserving culture, image improvement, crime rates, overcrowding), environmental impacts (environmental awareness, nature preservation, air and water pollution), and health outcomes (positive experiences, local stress, disease transmission). Further analysis revealed residents generally perceive positive impacts as increased income, job opportunities, improved infrastructure, and attracting investments, while negative impacts include air and water pollution, cultural erosion, chronic stress, and rising prices. Beyond contributing to theoretical knowledge with the new scale, this study brings practical implications for destination managers, governments, and international organizations. The

developed scale can be utilized to assess resident attitudes and potential support for tourism development.

Transformative travel experience

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Travel experiences possess the capacity to bring about profound changes in tourists. This presentation seeks to provide insights into the dimensions influencing transformative experiences in tourism, addressing the "where," "when," "with whom," and "why." It suggests avenues for future research, encompassing diverse aspects of this intricate subject and opportunities to measure tourists' transformations. Noteworthy transformative locations and activities include destinations marked by poverty, tragic sites, natural settings, historical landmarks, cultural events, and self-improvement activities. Transformative experiences are notably concentrated at the trip's commencement and conclusion, exhibiting greater prevalence among seasoned travelers. However, the most advanced tourists do not report significant personality changes after transformative travel experiences.

The transformative process involves cognitive and affective triggers, leading to self-reflection, self-changes, and subsequent actions. The Transformative Experience Diagram is presented as a guide to explore the "where," "when," "with whom," and "why" of travel transformation. This process results in positive changes in tourists' thoughts, feelings, and behaviors, manifesting in altered personality traits. Personalities can evolve under the influence of various environmental and contextual factors, emphasizing the need for valid and reliable measures of personality change. To address this gap, content analysis and qualitative research identified personality transformation concepts, followed by a quantitative study to validate a scale measuring tourists' personality change post transformative travel experiences. A survey was conducted with individuals who underwent transformative travel, purifying items and testing the scale's validity. Principal Component Analysis (PCA) defined the scale's underlying structure, while Confirmatory Factor Analysis (CFA) assessed its psychometric properties. The resulting 12-item scale demonstrated satisfactory convergent, discriminant, and nomological validity across six personality transformation dimensions.

This scale proves effective in capturing travelers' personality changes due to transformative trip experiences, impacting various domains of human life. It can aid in identifying the process and nature of transformation through longitudinal studies and elucidate the nomological network of transformation, its antecedents, and outcomes. Furthermore, the scale can discern the impact of tourism and leisure experiences on positive or negative changes in personality traits, providing insights into tourists' preferences and their impact on personal growth. Beyond conceptualizing tourist transformation and introducing a measurement scale, this presentation has the potential to shape tourism management practices. By guiding the design of experiences that trigger tourists' transformations, it positively contributes to personal growth and enhances the overall well-being of travelers.

Valorizing Living Heritage through Sustainable Tourism Development: The Cultural Collectives of Crajubar (Cariri, Brazil)

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Similarly to many other countries, Brazil has seen a sharp decline in the interest of crafts as a form of living heritage at the end of the 20th century, beginning of the 21st. Much of the country's regional identity and knowledge have been lost with disappearing generations of makers.

To face such a decline with its social, cultural and economic implications, a programme was set by the central federal government (2003-2008) to rescue living heritage, which reinforces identity constructions. Public policy provided a legal framework and funding to support bottom-up cultural collectives. These cultural collectives, called "Pontos de Cultura", are created by locals, forming a local cluster in a national network. They are strongly embedded in their places and local communities, and became bastions of living heritage that seek to further exist and reinvent themselves within tradition. In the region of Cariri, these collectives face many challenges to preserve, develop, and share their knowledge, skills, and creations.

This paper explores models of sustainable tourism development as an avenue for the valorization of (local) living heritage. The research questions presiding over the work are the following:

1. To what extent are the synergies between cultural collectives and tourism being explored in Cariri?
2. How can cultural collectives optimize the valorization of living heritage through tourism in a sustainable way?

A qualitative approach was deemed adequate due to the exploratory nature of the study. The methods used triangulate unstructured participant observation, interviews, informal talks, documental research and visual analysis.

For the highly recognized richness of the region, Cariri was selected as the research territory, in particular the axis Crajubar, i.e. the cities of Crato, Juazeiro do Norte and Barbalha, which are deeply connected to each other.

To date, data collected includes 11 in-depth narrative interviews with representatives of the main cultural collectives as well as policymakers, recorded and transcribed in 2023. Documents related to policies and information about the cultural collectives are being collected since 2022. Visual analysis is to be integrated at a later stage in the research.

Preliminary findings indicate that forms of cultural, creative tourism and crafts-based tourism are present in the practices of the cultural collectives and constitute part of their (informal) business model. The remoteness of some places, especially those in rural areas, and the tensions between local and global policies are challenges to tourism development. The question remains of how to preserve without fixing and staging old traditions, allowing the members of the cultural collective to regenerate, reinvent themselves, and continue their creative evolution in such a fragile yet strong-willed context.

We explore avenues for sustainable tourism development models at the crossings of cultural and creative tourism, regenerative tourism, indigenous tourism, afro-tourism, rural tourism, spiritual tourism, agri-food tourism and community-based tourism.

Sharing the tourism wealth – grassroots skills development in North Sulawesi, Indonesia

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The identification by the Indonesian government of Super Priority Tourist Destinations (Lima Destinasi Super Prioritas) in 2020 sought to shift focus beyond Bali, the Island of the Gods, to five diverse locations across the archipelago and to distribute tourism industry growth more widely. According to the World Travel and Tourism Council (WTTC), before the pandemic, in 2019, Indonesia's travel and tourism sector's contribution to GDP was 5.6% and supported nearly 12.4 million jobs (U.S.\$ 65.4 billion / IDR 934.6 trillion) and supported nearly 12.4 million jobs. By the end of 2020 the contribution to GDP had halved to 2.8% (U.S.\$ 32.3 billion / IDR 461.1 trillion) and over 2 million people had lost jobs leaving employment figures of 10.4 million. WTTC recorded a steady recovery and by the end of 2022 tourism was expected to contribute 3.6% of total economic GDP with employment in about 11.2 million jobs.

The capacity of North Sulawesi, and the North Minahasa Regency in particular, to grow as a tourism destination is well acknowledged. Economic observations coupled with a universal acknowledgement of the area's riches in natural and cultural resources have led international investors and, significantly, the national Government to recognise the region's potential for tourism development and growth. This has manifest itself as Likupang - Manado being designated by the Ministry of Tourism and Creative Economy as one of the country's five Super Priority Destination Areas. The stage is set to grow an already important economic sector but whilst government funding has led to the development of transport infrastructure and an extensive Homestay building programme, there has been limited resource allocated to the upskilling of local communities that they might be able to make the most of a future tourism boom.

From 2020-2023, North Sulawesi benefitted from the UK-government funded Skills for Prosperity programme. Delivered by the International Labour Organization this intervention was designed to promote skills enhancement in maritime tourism and nurture a more equitable distribution of the benefits of tourism growth. Non-formal training offered to four village communities close to Likupang focussed on enterprise expertise and the development of a hospitality and tourism skillset. Local industry partners and Higher Education institutions played a key role in designing and delivering the training which ultimately resulted in improved employment rates, the creation of a number of new business startups and a significant increase in destination tourism to the beneficiary villages.

This paper presents qualitative evaluation of the impact of local economic training designed to foster grassroots tourism in North Sulawesi, Indonesia and explores the significance of non-governmental actors in driving sustainable tourism development. Data were collected from questionnaires and small group interviews with beneficiaries of the Skills for Prosperity programme. In addition, reflections were captured from non-governmental partners and industry stakeholders involved in the design and delivery of the training.

Sustainable Cargo Sailing: Fostering Community and Leisure toward a Greener Future

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This research looks at the transformative realm of sustainable cargo sailing, examining its dual role as a modern leisure space and a catalyst for community cohesion and environmental stewardship. At the heart of this study is the reimagining of cargo sailing, a practice traditionally dominated by commercial interests, into an eco-conscious activity that combines ecological sustainability, maritime adventure, and slow travel. Sail cargo, characterized by its use of wind power and a blend of traditional and contemporary sailing technologies, emerges as an environmentally sustainable and potentially economically viable alternative to conventional shipping methods. This research highlights the unique experience of voluntary crew members who engage in slow sail travel, where participants are actively involved in the voyage, from loading goods to sail handling, embodying an authentic, impactful experience that fosters a connection with the natural world and fellow environmental advocates. The study highlights how participants in sustainable cargo sailing, particularly with the motorless Tres Hombres ship, often evolve into ambassadors of the movement. They engage in various activities, such as joining the crew, giving lectures, or participating in events like the Schokofahrt, which promotes sustainability and community engagement. The Tres Hombres demonstrates this by welcoming volunteers and trainees to become part of the crew, thus fostering an informal learning environment focused on environmental stewardship. This approach is further extended through local community engagement at ports via workshops and events, enhancing dialogue on sustainability and ethical trade. The Schokofahrt initiative, where cyclists transport chocolate bars on cargo bikes in a sustainable supply chain effort, serves as an example of the movement's commitment to sustainable practices and its broad impact on community engagement.

Through a comprehensive mixed-methods research design, including literature review, semi-structured interviews, and direct participatory observations, the study explores the transformation of sustainable cargo sailing into a leisure space that not only raises environmental awareness but also strengthens community bonds. The authors' firsthand experiences aboard emblematic vessels like the Tres Hombres enrich the investigation, offering insights into the creation of a dynamic community ecosystem through the convergence of adventure and eco-activism. The study draws inspiration from Mariana Mazzucato's mission-oriented framework and Bruno Latour's call for a renewed relationship with the planet, emphasizing the role of collective efforts and cultural exchange in enhancing communal ties and local well-being.

Sustainable cargo sailing is presented as a paradigmatic example of how the combination of leisure and cargo sailing be powerful conduits for activism, fostering widespread engagement and a sense of community among a diverse group of participants. This research underscores the potential of leisure to facilitate deeper engagement with environmental sustainability and community development, positioning it as a crucial component in the journey towards a more interconnected and sustainable society.

Understanding the musical tourist: Opera, personal heritage and tourism

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The role of music as intangible heritage in tourism studies tends to focus on specific destination attributes and cultural resources associated with music within specific contexts. However, the significance and personal attachments to specific musical genres by tourists themselves is an area that remains under-researched in tourism and leisure studies. This research has focused on the factors that engender an interest in opera to the extent that it becomes a central motivating factor for tourists who travel to engage with their interest in opera through tourism. This is a complex subject area given perceptions of the musical genre as being elitist, that its consumption tends to be restricted to audiences in the upper strata of the social spectrum and that its production and consumption tends to be more popular and available within certain regions of the developed world. To address the overall aim of this study, a qualitative methodological approach was adopted through the use of written questionnaires administered online on tourists who travel to attend staged performances of opera which was a pre-qualifying requirement to participate in the project. Hence, a simple random sampling approach was implemented resulting in 226 completed questionnaires. These captured the individuals' socio-demographic profiles initially. Following this, they enquired about how respondents were introduced to opera and asked about the role of their age, occupation, nationality, level of income and level of education in their interest in the musical genre. Findings revealed that this type of cultural capital tends to be initially developed in the family home as family members introduce their younger generations to opera, and hence individuals develop emotional attachments related to family by engaging with the musical genre which stimulates this type of intangible personal heritage. The role of age in this sense is complex as individuals are exposed to the genre at a younger age. This, in spite of the fact that the musical style can be challenging for younger audiences. The role of income is also significant as the best experiences of staged opera tend to be costly and in the context of tourism, travel and other associated costs need to be added. Hence, an individual's level of education resulting in improved levels of income also allows these musical tourists to engage with their interest in the art form. The production and consumption of opera is becoming more global. However, the genre historically developed within the European. As a result, Europe presents the most abundant and concentrated opportunities to engage with opera through tourism.

Visitor Segmentation through Sustainable Travel Behaviors: Insights from Indonesia

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The potential for sustainable destination development inherent in tourism depends greatly on tourist behaviors. To successfully prioritize sustainability in development goals, segmentation studies aligned with these aims are essential. This study aims to unveil distinct groups of urban visitors based on their environmental and social sustainability practices, exploring generational differences. A rigorous two-step clustering procedure analyzed data from 1,053 respondents in Indonesia. The results identified two distinct clusters: one demonstrating a robust commitment

to environmental and social sustainability, characterized by higher education and income levels, while the other, comprising visitors with lower socioeconomic status, exhibited less consistent behaviors. The findings also discovered intergenerational disparities, with Gen Y and X dominating one cluster and Gen Z and Baby Boomers the other. These findings can inform targeted strategies to enhance sustainable tourism practices across diverse demographic groups. This study also contributes valuable insights into sustainable behaviors in the context of tourism. While many studies aimed at understanding sustainable tourism consumers and generational aspects in these domains are predominantly centered on Western perspectives, this study provides a noteworthy contrast by offering valuable insights from an Asian context.

Children's Participation in the Urban Development Process

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Within the scholarly discourse on urban development, the role of children as active agents in shaping the urban landscape has been a subject of increasing scrutiny. Despite being frequently marginalized, particularly in the developmental contexts of lower-income countries, there is a burgeoning recognition of the imperative to consider children as key stakeholders. This paradigm shift emanates from the acknowledgment of the symbiotic relationship between children's participation and the efficacy of urban initiatives, a facet predominantly observed in the urban planning strategies of developed nations.

Literature underscores the need for a meticulous understanding of children's perspectives, emphasizing the multifaceted dimensions of their engagement in the urban development process. Scholars such as Hart (1979) and Carpiano (2009) have expounded on the significance of incorporating children's voices in decision-making processes, contending that such inclusion not only fosters a sense of empowerment but also contributes substantially to the holistic success of urban interventions.

In consonance with the theoretical underpinnings, this research endeavors to elucidate the exigency of children's participation in the urban development discourse. Moreover, the study draws inspiration from the works of Mitlin and Thompson (1995) and Fung (2006), who emphasize the need for a nuanced understanding of participatory methodologies tailored to the age-specific nuances of the participants.

The methodology employed in this research aligns with the scholarship advocating for child-friendly research approaches. Utilizing survey instruments informed by the works of Lansdown (2005) and Alderson (2008), the study not only captures the diverse dimensions of urban systems as perceived by children but also integrates innovative modalities such as visual data analysis, as championed by Prosser and Lundy (2010), to discern nuanced perspectives. In the subsequent empirical phase, drawing on the participatory action research framework proposed by Stringer (2007), a cohort of 104 boys aged 11 to 14 in the Mofte Abad neighborhood of Tehran were purposively sampled. This approach, resonant with the works of Cornish (2012), seeks to empower participants by placing them as active co-creators of knowledge within the research process.

In conclusion, this research extends the discourse on children's participation in urban development by synthesizing insights from seminal literature. By employing a methodology

grounded in participatory action research, the study aspires to contribute not only to the theoretical frameworks delineating children's roles but also to the practical implementation of inclusive urban development strategies.

Inclusive Urban Design in Times of Uncertainty: A Comparative Analysis of Molenbeek (Brussels) and Bao'an (Shenzhen)

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In the face of urbanization challenges, the imperative to create inclusive public spaces that cater to the needs of minority populations becomes paramount. This abstract delves into the realms of Inclusive Urban Design, utilizing two distinct case studies to highlight the multifaceted nature of urban inclusivity in times of socio-political uncertainty. The first case study examines the neighborhood of Molenbeek, where ethnic minorities confront the dual challenges of high gentrification and social exclusiveness. The second case study explores the urban villages in Bao'an, China, where economic marginalization has led to the emergence of poverty islands, resulting in a compromised quality of life for its inhabitants.

The urban landscape of Molenbeek serves as a microcosm of the challenges faced by ethnic minorities grappling with the impacts of gentrification and social exclusion. Academic scholarship, such as the works of Marcuse (2009) and Hackworth (2007), underscores the intricate dynamics of gentrification, revealing its potential to displace vulnerable communities. In response, inclusive urban design strategies must address the socioeconomic disparities and cultural diversity within such neighborhoods. This research by case study suggests how the emergence of holiday spaces designed by urbanists based upon monitoring the habits of different multi-ethnic inhabitants and a series of interviews could upgrade inclusive collective living in Molenbeek and, therefore, Brussels.

Turning our attention to Bao'an in China, the urban villages encapsulate the challenges posed by economic marginalities, leading to the formation of poverty islands. Works by Chen and Tang (2014) highlight the implications of economic inequality on urban development in China, emphasizing the need for targeted interventions. The inclusive urban design paradigm in this context necessitates not only economic revitalization but also the enhancement of social services and infrastructure. The framework proposed by Yuen (2005) posits that achieving inclusivity requires an integrated approach that addresses the economic, social, and environmental dimensions of urban development. As Bao'an grapples with poverty-induced spatial isolation, inclusive urban design becomes a critical tool for breaking the cycle of deprivation and enhancing the overall well-being of its residents.

In conclusion, this abstract underscores the importance of inclusive urban design in mitigating the challenges faced by minority populations in the dynamic urban landscapes of Molenbeek and Bao'an. By synthesizing insights from academic literature and case studies, it advocates for urban design tools that address the physical aspects of urban design and the socioeconomic and cultural dimensions. This research seeks to contribute to the evolving discourse on urban inclusivity, offering practical insights that can inform urban design interventions in diverse urban contexts.

Visual Attention to Eventscape Advertising: A Metacognitive Analysis

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The concept of 'eventscape', which is derived from the broader notion of 'servicescape', has received an increasing research interest due to its ability to impact potential event attendants' emotions, attitudes and satisfaction (Carneiro et al., 2019). Dimensions of the eventscape include entertainment (features like music and live shows), design and venue (space and layout), and facilities (e.g., restrooms, seating, cleanliness, signage), and are key determinants of positive emotional experiences and loyalty to a particular event (Brown et al., 2015; Carneiro et al., 2019). While previous studies have extensively explored event advertising and eventscape, there remains a gap in research specifically investigating how the portrayal of eventscape in advertisements affects attention, emotion, attitude, and decision-making from a metacognitive perspective. Metacognition is a key tenet of the self-validation hypothesis, postulating that marketing stimuli affect attitude by influencing the amount of thought; valence of thinking; and thought confidence (metacognition). In addition, prior relevant research heavily relies on self-report surveys with physiological technologies lacking in the field (Hadinejad et al., 2022a). To address the gap, this research aims to analyse the differences in attention, emotion, cognition, metacognition, and attitude using three images showing the dimensions of eventscape (i.e., entertainment, design and facilities) using self-report surveys in tandem with physiological technologies.

Participants (N = 50) took part in an experiment where they were shown three images of an event, each reflecting one dimension of eventscape. A focus group was conducted with 10 participants to test the suitability of selected images. Participants' attention was captured by the Tobii Pro TX300 eye-tracker, and their emotions were measured by Affectiva's Affdex technology simultaneously while viewing each image in the lab. After viewing each image, participants completed a questionnaire where they reported their thoughts, metacognition, attitude, intention to attend the event in the future, and emotions using the Self-Assessment Manikin (SAM) (Hadinejad et al., 2022b). A semi-structured interview was conducted at the end of the experiment to gain deeper insights into participants' experiences. Analysis of variance (ANOVA) was used to assess the differences among the three images.

The findings indicated that the image 'Design' elicited more favourable thoughts and attitudes, and higher levels of intention to attend the event in the future, and attracted more attention compared to images 'Facility' and 'Entertainment' ($p < 0.05$). However, images 'Facility' and 'Entertainment' provoked more positive emotions compared to image 'Design' ($p < 0.05$). That is, if event marketers aim to influence potential visitors' cognition, they need to use images portraying the design of the event. In addition, images reflecting facility and entertainment of the event are more appropriate when aiming to impact the potential visitors affectively. The interviews confirmed the results obtained from the questionnaire and technologies revealing that the 'Design' image provides a better view and impression of the overall event and fosters curiosity about the event, resulting in more favourable attitudes and a higher intention to visit. On the other hand, the participants expressed being captivated by nostalgia when exposed to images of 'Facility' and 'Entertainment', evoking positive emotions from their previous similar experiences.

Higher Education and soft-skills in the curriculum: developing human capital in Indonesia

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This paper presents reflective and empirical outcomes from delivering a curriculum development intervention on behalf of the International Labour Organization as a part of the UK Government's Skills for Prosperity (SfP) programme in North Sulawesi, Indonesia. SfP's aim was to facilitate the development of human capital in tourism through both a formal education pathway for 'learners' and through an informal learning environment with local villagers to enable them to enter the economy. This paper reports on the formal education aspects, notably the role of a UK University in curriculum development for 'soft-skills training in tourism'. Data were collected from interviews with key academics and business colleagues involved in the curriculum development process.

The Indonesian Government promotes tourism as a post-covid economic recovery tool and has in place a number of strategies to facilitate its growth and distribute its benefits across the country. The Government recognises the need for its tourism sector to be globally competitive through encouraging entrepreneurs and recruitment of local appropriately skilled employees, many of whom are tertiary education graduates.

Indonesia has a well-established tourism and business management focused tertiary education curriculum. Learners engage in classroom delivered material, field and laboratory work where competencies are formally assessed through written examinations based upon lectures and some coursework as a mixture of individual and group tasks. Increasingly, learners complement this educational environment with non-credit bearing community-oriented activity as part of their institution's Tri Dharma commitments and Kampus Merdeka framework.

For the most part Indonesia's tourism education programmes have conflated tourism with hospitality, particularly the hotel sector, and concentrated on developing 'hard skills' in graduates. These can be 'easily' assessed and competency levels assigned through written examination strategies. Understated (or absent) in the curriculum are the soft-skills the tourism sector acknowledges as underpinning its industry in terms of service delivery and management. Academics from the University of Gloucestershire, England, were invited to work with colleagues from Politeknik Negari Manado (Polimanado), North Sulawesi to help develop and embed soft-skills training and evaluation in Polimanado's tourism management curriculum. The process commenced in March 2020, just as Covid-19 forced a global lockdown. Engagement amongst academics and wider stakeholders was via virtual meetings and workshops, and reciprocal visits to Indonesia and the UK.

The development process identified; a need for acknowledgement of what was meant by soft-skills and its link with emotional intelligence; a strategic and deliberate embedding of soft-skills training across the study programme and within specific modules; a recognition that some soft-skills would be assessed and others would not be; and the development of assessment strategies that would complement and fit in with existing assessment patterns. Outcomes include the establishment of a defined set of soft-skills required of graduates entering the Indonesian tourism industry; a soft-skills enriched curriculum; the emergence of an Indonesian-wide Tourism Industry Development group; and the personal and professional growth of

academics, business colleagues and students who were engaged as part of the SfP programme.

Acquiring Adaptable Attributes: Upping the skilling of the Tourist Guide

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The tourist guide remains at the coalface of the tourism industry. Globally they are generally a workforce that are professionalized or legislated, yet still often remain underrated, undervalued and unrecognized. As tourist guides are positioned at the epicentre of the industry and are responsible for far more than mere guiding, their multi-faceted roles require an encompassing and in depth education and training in order to equip them to be the ambassadors of their regional or national base, but also to act as the preservers of and intermediaries in the tourist encounter. This proposed paper will consider the various attributes that are required by the tourist guide in the context of sustainable development which now, more so than ever, requires the acquisition of adaptable attributes to navigate the future.

The paper will reflect on the introduction of various teaching and training models and experiences at tertiary level involving work integrated learning and job readiness. It will contend that a content driven methodology without real life practical skilling will not prepare the tourist guide for an ever-changing touristic environment. It will discuss the effectiveness of the development of a number of live projects and simulated learning experiences to upskill the tourist guide for this fast changing touristic landscape.

Memory Making with the Domestic Tourism Remodelling Model (DTRM)

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The post-Covid period jettisoned the global tourism sector into a phase of recovery where reinvention and renewal became the order of the day. Not only did the industry have to rebuild after a period of total stagnation, but the touristic market needed to be revived and reconfigured so as to restore tourist confidence and also inspire tourists to travel again. Much of the industry began this process by focusing on the domestic market. In line with this strategy, the Domestic Tourism Remodelling Model (DTRM) was developed in South Africa to reinvigorate local and regional domestic tourism.

This proposed paper will present the devised quadruple model by considering how each component impacts the local product offering, but at the same time show how it enables and enhances memory making. The premise that underscored the development of this model was somewhat unconventional in that it prioritised the enhancement of the “supply” side of the tourism value chain as opposed to the “demand”. It argues that the latter would follow if the

former was invigorated in a novel manner and would thus ultimately stimulate an increase in the “demand. The four essential components of the model are: “iconic”; the “un-iconic”; “multi-culturalism” and the “five senses”. This paper will expound upon how these components can stimulate, revitalise and strengthen the domestic product by creating unique and memorable touristic experiences.

What Drives Differences in Carbon-Neutral Travel Behaviors Across Young Generations?

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The European Union targets carbon neutrality by 2050, relying on net-zero greenhouse gases. Pre-pandemic travel accounted for 8% of emissions, temporarily decreasing by 4% during COVID-19. Nevertheless, following the lifting of restrictions, tourist arrivals experienced a skyrocketing increase of over 130% in the following years. Thus, as the evidence shows, global warming continues, and the EU's goal seems more like an aspiration than a feasible goal. This demonstrates that solutions should be explored in the industry by focusing on tourists' behavior since the tourism industry's ability to be carbon-neutral would be strengthened if tourists behaved more responsibly. However, investigating how individuals behave in a carbon-neutral way has a relatively short history. Technology improvement and behavior change are suggestions proposed by previous research to achieve the goal. However, achieving the goal in tourism is challenging without behavioral change. This encouraged us to explore Carbon-Neutral Travel Behavior (CNTB) as a form of pro-environmental behavior, especially among younger generations, acknowledging their crucial role in shaping the future of the tourism industry's environmental sustainability. This research focuses on Generation Z and Y in a high-economy country in the global north, Finland, encompassing individuals born between 1980 and 2004, and their potential effect on CNTB. For several reasons, understanding the young generation's travel behavior is important. Firstly, they constitute most of the global north's population, accounting for 41% of its CO₂ emissions. This signifies their major influence on climate-related issues. Secondly, determining the young generations' behavior regarding specific pro-environmental practices such as food waste management, eco-friendly hotels, and animal-based tourism attractions, along with uncovering the underlying reasons for their behavior, can contribute to shaping a more sustainable future for tourism. Therefore, focusing on Generation Y and Z, this research employed an integrated model based on the Theory of Planned Behavior and Norm Activation Model and generation as a moderator. Data was collected from 491 university students based on their prior travel experiences. Utilizing a Partial Least Square (PLS-SEM) and quantitative approach, the findings revealed a most robust connection between factors among Gen Z (the youngest generation) compared to Gen Y participants. This implies that Gen Z are more likely to engage in carbon-neutral behavior compared to Gen Y. No consistent behavioral pattern was observed among these groups. In Gen Z, the primary influencing factor on CNTB was the aspiration of responsibility, followed by awareness of consequences. Conversely, awareness of consequences emerged as the most influential factor in Gen Y. This insight suggests that strategies and initiatives promoting CNTB should be tailored to resonate more effectively with Generation Z's specific characteristics and travel preferences, acknowledging their unique role in influencing sustainable tourism behavior.

Exploring Yoga and the Flow Experience: An IPA Analysis of Contemporary Yoga Communities

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Despite its popularity and existing research demonstrating the positive effects of yoga, little is known about the lived experience of modern yoga practitioners. Yoga is rooted in philosophical and spiritual traditions but has been diluted in its transition to the modern postural yoga practiced in the West today. Existing research has been dominated by medical research suggesting that social science and leisure studies could benefit from a better understanding of yoga as a leisure activity. In this study, the literature detailing the philosophical foundations of Csikszentmihalyi's flow experience have been compared to the foundations of traditional yoga, providing a conceptual framework for understanding the meaning of the modern yoga experience.

The use of this conceptual framework of flow suggested that yoga has five dimensions to induce flow, but that other dimensions of the flow experience were weaker or absent. This study, therefore, extends the understanding of the flow experience away from commonly researched, usually male-dominated, competitive sports and into the realm of women's leisure studies. The findings demonstrate that an online leisure experience can induce flow, which previous flow experience literature has questioned.

In this study, the lived yoga experience was explored through the reflections of fourteen women aged mostly between 40 and 55, using interpretative phenomenological analysis (IPA). Two contemporary communities were explored – classroom-based and online, through six weeks of vlogs followed by one-to-one semi-structured interviews. Vlogs, a novel visual research method in IPA, allowed for immediate self-documentation and natural reflexivity about participants' lived yoga experience. They also offered the potential to capture elements of the flow experience. Three key themes were evident for both the classroom-based and online yoga participants: the evolving sense and transformation of self; a sense of human and spatial connection; and being challenged as participants age. However, the online group reported experiences that contested aspects of existing leisure research, such as women's need for social connection. Participants' ability to control space and place in their homes through a digitised leisure experience demonstrates that the meaning of space and place is changing for yoga practitioners. This enables a 're-thinking' of leisure, women and the home and contributes to understanding the impact of digitised leisure.

Whilst the findings cannot be generalised, this small-scale study suggests that yoga may be seen as a positive, transformational leisure activity for women aged 40-50 years, which the participants viewed as different to other forms of exercise. The use of IPA led to original and unique findings which can further our understanding of women's leisure, embodiment, online and offline space and place.

Conceptualization of an eco-gamification system for promoting climate-friendly behaviour

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The global tourism industry faces a critical challenge in reconciling economic development with the imperative for environmental sustainability. This paper delves into the pressing need to bridge the attitude-behavior gap in the context of leisure and tourism, particularly focusing on climate-friendly behavior. Recognizing the substantial impact of tourism-related carbon emissions, primarily stemming from transport, the study proposes an innovative approach centered around eco-gamification and incentive systems to promote sustainable mobility. By integrating motivation theories and gamification principles, the paper aims to overcome the disparity between environmental awareness and actual behavior in tourists and locals. The conceptual framework encompasses external stimuli, reward systems, and gamified elements to enhance attention, awareness, and curiosity regarding sustainability. The study addresses the research question of how to engage individuals in climate-friendly actions (such as reducing waste, conserving energy, and preserving natural resources), with a specific focus on incentive systems that can effectively overcome resistance to change. Furthermore, the paper emphasizes the importance of institutionalizing behavioral change for long-term impact, exploring the interplay of interest, skills, and passion (grit). Based on a comprehensive literature review and theoretical synthesis, the work contributes to understanding the complexities of motivating individuals towards sustainable tourism and mobility practices. The proposed eco-gamification approach provides a nuanced intervention strategy to bridge the gap between intentions and behavior, offering insights for both research and practical implementation in the tourism sector.

Sustainable Indicators in the Restaurant Industry

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The restaurant industry plays a pivotal role in steering the hospitality sector towards sustainability. However, achieving sustainability in this diverse and fragmented sector, largely comprised of small to medium-sized businesses, presents a significant challenge. This study focuses on assessing the commitment to environmental and social sustainability among 100 restaurants in Barcelona. Through a quantitative approach, we investigated the impact of

restaurant size (medium and small) on sustainable commitment, involving participants such as middle managers, managers, or owners of restaurants with fewer than 250 employees. Our findings underscore the value of utilizing indicators as a tool for restaurants to monitor, enhance, and forecast sustainable actions. While some restaurants meet environmental indicators, there is a noticeable neglect of most social indicators. The results indicate that the commitment to sustainable indicators is influenced by the size of the restaurants, which, in turn, is related to the level of income and resources available to enterprises. Consequently, small companies face barriers and limitations in fulfilling sustainable requirements (Jansson et al., 2017). The study further demonstrates that the use of water, energy, and gas supply indicators, as well as non-food waste reduction and materials indicators, is linked to achieving sustainability certifications.

Small and medium-sized companies acknowledge the need to contribute to the circular economy by reducing food waste to mitigate environmental impacts, save costs, and enhance competitiveness. Nevertheless, operationalizing food waste indicators poses challenges, requiring time, technology, and human and economic resources for an effective and feasible food waste strategy. The study emphasizes the importance of tax incentives and a regulatory framework adapted to the sector in facilitating this ecological transition (Ferrer and López, 2023). It is necessary to minimize the financial constraints associated with sustainable investments (Berezan, 2010). Despite many restaurants demonstrating dedication to preventing food waste, overall sustainability planning and action efforts remain limited within the industry. This study also underscores the significance of environmental and social indicators in shaping sustainability strategies and achieving certifications. The findings offer practical insights for practitioners and researchers, emphasizing the need for increased support for specific indicators to promote sustainability in the restaurant industry.

Future Literacy & Sustainable Transitions: Cross-border Collaboration in the Business Events Industry

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The EU co-funded BEFuture project was launched in September 2024 and seeks to leverage talent, innovation, and technology in support of the transformation of Europe's Business Event sector into a regenerative, resilient, and responsible industry. A vast variety of activities focus on Sustainability, Technology, Capacity building, and skills shortage and Business Model Innovation taking shape in several work packages which include and support the industry. Ongoing within the project is the mapping of the entire BE/MICE ecosystem, engaging them in the co-design of new business models of events for Europe. Using the Sustainable Development Goals framework, the project identifies best practices (presented at IMEX 2024), and then develops talent, and builds innovation capacity among SMEs and industry professionals, organising co-creation workshops and other innovation events that explore technologies, strategies, and trends. Further, to bring forward this new generation of events, BEFuture has rolled out an acceleration program that will support at least 80 innovative projects from Belgium, France, Germany, Italy, Spain and the Netherlands.

The BEFuture project is excited to present its current findings, derived from the first stage of scenario planning, trend research, interviews, and multidisciplinary Think Tanks sessions that took place at PCMA Copenhagen and IBTM Barcelona. Alongside, detailed information will be presented about the acceleration program, valuable for academics and ATLAS member to be shared within their network.

Running, eating, and revitalizing the inner city

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This paper is about recreational sports and the transcendence into the social and economic fabric of the city. City centres are of critical importance for tourism as places of attractions, shopping, eating, heritage observation, human vibrance enjoyment, and the participation in organized events. However, many inner cities and towns are under pressure because of changes in consumption behavior, property development constraints, structural change in retail businesses, and degrading viability as residential places. Such developments also significantly challenge the touristic appeal. Town and city policy and management bodies are concerned about historical towns and look for ways to revitalize and reshape.

Recreational running is a rapidly upcoming activity, and it is often organized in running clubs. It is a flexible and engaging expression of a sportive activity, the format being social and interactive. Space and amenity values are of critical importance for the running experience, and urban environment may be included in routes. Some clubs are membership based, but others are more openly inviting for example tourists to participate in the running, while they are visiting. This paper investigates an under-researched side dimension of running, namely the attached food consumption. The paper reviews the phenomenon that some running clubs are, in fact, initiated by local restaurants, cafes, or reputed chefs, with the intention of influencing the positive placemaking of the city environments through sports and people. This can be understood as a community integrated spatial and social endeavor, where the promotion of food services becomes an additional, almost coincidental, ingredient. A literature review and website analysis suggest that health, convenience, social opportunity, and the inclusion of the (trendsetting) population and visitors drive the food perspectives and the transgression of space. In subtle ways the reputation of food providers and the amalgamation with the city environment and space can be components in the endeavor to maintain and redirect city viability.

Recreational running is a phenomenon with a complex links to consumption, most often mediated through social media, an issue of critical importance to observe in this context. The commercial association of running communities is paradoxical. The concepts of commoning and collaborative consumption is lifted into this paper as part of a potentially new theoretical conceptualization. This study discusses the results of interviews with managers of running clubs in Kolding, a town in Denmark, about their ties to inner city revitalization challenges and to the food dimensions.

Active mobility in Barcelona and the limits of climate-friendly mobility transitions

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In January 2024, the City Council of Barcelona issued a cycling prohibition in 25 of its central streets. This measure, intended to reduce conflicts between walking and cycling mobilities, particularly targets the streets in which most tourist congregations happen. Whereas the over-visitiation of this area and its bearings on residents' wellbeing are well studied (Brandajs & Russo, 2019; Morales-Pérez et al., 2022), the impacts on their active travel options are less obvious. In response, this paper investigates the nexus between touristification and wider urban change processes, such as mobility transitions and population ageing, all prominently present in the case study city.

Conceptually, we develop the argument that tourist mobilities are an emergent ingredient in the mix of active mobility hindrances, of which the cycling ban in the old town is only a symptom. Also in the wider city, street pacification and regeneration initiatives that represent shifts towards a greener and healthier city have been met with concern about expanding inhibitions to the use of public space. While other authors have signalled consequent equity concerns and rising housing affordability (Immergluck & Balan, 2018; Oscilowicz et al., 2022), we concur that the transformative power of tourist mobilities also curbs the potential of climate-friendly interventions such as active mobility promotion.

We base our contributions on an empirical study undertaken in 2022, involving qualitative and mobile methods with residents aged over 60. We approached residents who live in or habitually walk and cycle through the old town to understand their active mobility experiences in the tourist areas of Barcelona. Our material firstly outlines the relational nature of these experiences regarding street infrastructure, social environments, and mobility biographies. Secondly, it makes visible that active mobility and tourist overcrowding occur in spaces that remain tangled at the margins of automobility. The frictions identified among older age groups show the questionable effects of urban mobility transitions and the sociospatial pressures posed to embodied mobilities and to ageing itself. These frictions would intensify when urban spaces become inaccessible under the combined influence of automobility dominance and touristification. Accordingly, we argue that debates around (over)tourism and mobility transitions could benefit from a joint pursuit of climate-neutral alternatives to mass motorised travel and from a reevaluation of (active) mobility's wellbeing and urban qualities.

Nature Through the Eyes of Domestic Tourists: A Social Constructionist Approach

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The burgeoning field of ecotourism, while promising an avenue for economic development and environmental awareness, faces a paradoxical success, namely the negative environmental and

social impacts caused by tourists. Despite these challenges, ecotourism has seen a significant increase in popularity, reflecting a trend driven by rising consumer interest in nature-based experiences. The previous COVID-19 pandemic further propelled this pre-existing trend, with domestic tourists increasingly turning to natural environments for recreation and healing. However, its fashionable nature may cause it to lack deep-rooted support or have a long-lasting impact. This emphasises the importance of understanding domestic tourists' perceptions and interactions with nature, as they have a significant impact on the sustainability of ecotourism ventures. This study investigated the social construction of nature among domestic tourists, specifically what they perceive of nature, how these perceptions are formed, and who influences. To gain in-depth insights, we employed a qualitative research methodology that included open-ended questions. The survey was distributed online to people who had visited ecotourism sites, yielding a dataset of 167 responses. The preliminary data analysis from our survey tells a compelling narrative. Contrary to expectations, domestic tourists' perceptions of nature are surprisingly consistent, with most respondents expressing similar views. This perception homogeneity is an important finding because it indicates a strong collective understanding or belief system about nature among this population. The prevalence of consistent responses raises intriguing questions about the origins of these common perceptions. It necessitates investigating how education, culture, and society collectively shape people's attitudes towards nature from an early age. This aspect of the study is especially important for understanding how such uniform perceptions can be both an opportunity and a barrier to promoting sustainable tourism practices. The few divergent responses, while in the minority, provide valuable insights into the unique characteristics of individual experiences and cultural influences. Therefore, understanding these perceptions and what shaped them is critical for encouraging more responsible and sustainable interactions with the natural world, particularly in an era when the desire for nature-based healing is more prevalent than ever. Furthermore, recognising the role of social processes in shaping nature perceptions can help guide the integration of educational elements into natural spaces in cities. This approach suggests that educating urban populations about nature through placemaking can foster a greater appreciation and love for the natural world. It enables diverse communities to access, interact with, and connect with nature and one another. Thus, understanding the social construction of nature among domestic tourists is critical not only for ecotourism, but also for advancing inclusive and sustainable urban environments in an era increasingly focused on nature-based rejuvenation.

Encounters in Wartime: Interactive Technology and Storytelling at 's-Hertogenbosch Heritage

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The archives of 's-Hertogenbosch Heritage hold a treasure trove of World War II narratives, including diaries, letters, and photographs. Like many other heritage institutions, 's-Hertogenbosch Heritage aims to make these resources accessible to a wide audience in a captivating and innovative manner. Storytelling can be a powerful tool for visitor engagement. By incorporating characters, historical narratives become personal and relatable.

Through a grant from the Mondriaan Fonds, 's-Hertogenbosch Heritage commissioned the Storytelling Professorship at Breda University of Applied Sciences and the design agency Wijdoendingen to develop a mobile, interactive exhibit. Currently housed at the Groot Tuighuis heritage center in Den Bosch (the Netherlands) this exhibit employs AI/speech recognition technology to enable visitors to interactively immerse themselves in World War II stories. Visitors engage with three different characters across three sequential scenes, carefully chosen in consultation with 's-Hertogenbosch Heritage. The cast comprises two fictional characters and one non-fictional character, Roosje Glaser, a Jewish dance teacher, with input from her surviving relatives. Scenes were pre-filmed with three actors, and archive photos serve as both backdrop and conversation catalyst, i.e. the characters talk about what unfolds in the background and how the war affected their lives. The dialogues were crafted using branching narratives, a technique commonly used in games. This project encompasses around 100 distinct interaction moments between characters and visitors, resulting in approximately 600,000 unique experience pathways. The choice of interactive dialogue introduces an element of fiction into the experience, which, when dealing with heritage, can be challenging. After all, the dialogue with these persons from the past never actually took place. We addressed this challenge by establishing the historical framework and “playroom” with the heritage institution. Texts were crafted to be “authentic,” meaning they could have happened, thus providing a “truthful” depiction of heritage. Important with storytelling is establishing the “rules of the story world.” The character supposedly meets you coincidentally and doesn't know you're from the future. This limits possible interactions. For example, the character cannot ask you “How did this war end?” but can ask: “Do you think the English will defeat the Nazis?” The character's texts leave much room for subtext, meaning the (emotional) significance we feel between the lines. When 8-year-old Fientje stands before the photo of a destroyed village where children sit in desks outdoors, she asks, “We're having class outdoors, fun, isn't it?” The reason not being “fun”, the visitor cannot say a resounding “yes” here. This subtext thus activates the process of imagination and meaning making for the visitor. In our presentation, we will delve into the creation process from a technological, heritage and storytelling perspective. Furthermore, we will share preliminary findings from a qualitative study on visitor experiences with this interactive exhibit.

A Fractal Analysis of Global Tourism System

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Fractal analysis is extensively employed in the context of various complex networks, from natural environments such as physical, biological, and ecological systems to build environments such as cities, cultural, and engineering systems. Fractal constructs are self-similar space-filling structures that have significant applications in systems scaling and growth. Fractals provide a toolbox for complex systems to become adaptive and are among the main processes behind self-organization and emerging properties of complex adaptive systems. Fractal analysis also reveals a great deal about the interconnection complexity of networked systems such as global tourism. Nevertheless, no study has investigated the fractal nature of the global tourism system, and we do not know whether the global tourism system is a fractal network and, if so, what its dimension is and how it changes over time. Thus, most tourism growth at local and global levels fails to achieve the sustainable development goals expected from tourism development due to a

lack of understanding of the complexities of this major socioeconomic phenomenon (i.e., the global tourism system).

From a theoretical perspective, the tourism systems conceptualization by Leiper (1979) can be employed to hypothesize the self-similarity and fractal structure of the global tourism system network's backbone structure. Furthermore, three postulates of scalability can be established for the global tourism system. Tourism is a scalable system because a) its infrastructure network (e.g., transportation) follows the 'space filling' concept, b) terminal units such as transportation medium seats and accommodation beds are invariant, and c) the system is continuously optimizing its performance. From an empirical perspective, the global tourism system and its modular classes were investigated in this study over the span of 24 years since 1995 using five box-counting algorithms of Greedy Coloring (GC), Random Sequential (RS), MCWR, Maximum Excluded Mass Burning (MEMB), and Overlapping Box Covering Algorithm (OBCA). The results of this study provide strong support for the existence of a fractal structure in the global tourism system. While the dimension measurement from different algorithms was not convergent, this study estimates the average dimension of the system to be about 3.31. The system's dimensionality shows a continuous decline from 1995 to 2018, starting within the 3.50s range and ending within the 3.20s range. The changes in global tourism system fractal dimensionality might be due to changes in the level of small-world-ness and degree distribution of the system, transforming from a broad-scale small-world network to a single-scale one for the in-degree distribution while preserving a strictly broad-scale small-world network for the out-degree distribution. The fractal nature of different modules of the tourism system was also scrutinized, and the findings support the dynamic alternating pattern of obscure modularity of this system. Measurement complications of different algorithms, modular structure identification dilemmas in fractal dimensionality measurement, and future research directions are also discussed.

Advancing Aquatic Life through Best Tourism Practices

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The uses that animals play within recreation and tourism is well-documented, including transportation; environmental education; racing, fighting, and other sports; passive and active entertainment; selfies; hunting and fishing; wildlife photography; and culinary experiences. Often, however, the animals that receive the most attention are terrestrial or classified as charismatic. This talk will introduce a ten-year research and outreach endeavor to bring together a number of projects focusing on tourism within aquatic environments. The program seeks to develop and disseminate information regarding aquatic species who benefit from or whose life is diminished by tourism. By focusing on specific species – and crafting outreach programs that focus on one to three species at a time - the public will engage in a more intimate understanding of fish and marine mammals thus opening up their awareness of life below water – and how our decisions ultimately affect it.

Additionally, there are many activities that occur in aquatic environments falling outside of tourism (e.g. military activities, shipping sonar, microplastics). Thus engaging in research within aquatic environments must address the complementary or conflicting nature of these activities. This assemblage of research will bring illuminate interesting characteristics/ behavior of lesser-known species that live in water, study the impacts of tourism and other human activities on the species, and study the impacts of the other activities on tourism. By understanding how humans are wholly influencing the species, we will be able to propose best tourism practices that will be beneficial for the animal and the communities who depend on tourism.

Unlocking Circular Opportunities: Leveraging Data Analytics for Data-Driven Decision-Making in Hospitality Organizations

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The hospitality industry, comprising diverse Small and Medium Enterprises (SMEs) such as restaurants, hotels, and catering facilities plays an important role in local and regional communities by providing employment opportunities, facilitating the organization of community events, and supporting local social activities and sports teams (Panteia, 2023). The hospitality industry thereby represents a major source of income in Europe, but also a commensurate burden on the environment because of its relatively high usage of water and energy consumption, and food waste, leading to the formulation of several initiatives to increase the sustainability of hotels, restaurants, and resorts, such as farm to fork and towel reuse (Bux & Amicarelli, 2023).

Another avenue for hospitality organizations to make progress towards sustainability goals is through circular economy strategies (Bux & Amicarelli, 2023) based on the creation of small regenerative loops that require the involvement of multiple stakeholders (Tomassini & Cavagnaro, 2022). Nevertheless, hospitality operators need to track their progress towards sustainability goals while keep sight of their financial goals (Bux & Amicarelli, 2023), requiring a data-driven decision-making approach to sustainability and circularity. Big data analytics have therefore been identified as an enabler of the circular economy paradigm by reducing uncertainty and allowing organizations to predict results (Awan et al., 2021; Gupta et al., 2019). Hospitality organizations however remain behind in leveraging data analytics for decision-making (Mariani & Baggio, 2022).

The purpose of the study is therefore to examine how hospitality organizations can leverage data analytics to make data-driven decisions regarding circularity. Using a multiple case study approach of three Dutch hospitality SMEs, enablers and inhibitors of data analytics for data-driven decisions regarding circularity are examined. This addresses the call by Tomassini and Cavagnaro (2022) for more exploration of the circularity paradigm in hospitality. Despite the ongoing interest in increasing the sustainability of the hospitality industry (European Commission, 2013), relatively little attention has been paid to the development of circularity strategies and what is needed to implement them.

How to measure 'tourism in balance'?

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Since the publication of Perspective Destination Netherlands 2030 (NBTC, 2018) and *Waardevol toerisme, de leefomgeving verdient het* (Council for the environment and infrastructure, 2019), 'balance' has been a much-discussed topic in the Dutch tourism and leisure domain. Many destinations want to work on 'tourism in balance'. However, there is no standard definition and approach for providing insight into (the degree of) balance. The CELTH project 'Valuable tourism is working on the right balance' investigated which perspectives are important in providing insight into balance and which data could be used. From international literature review, it became apparent that no method examined both impacts and carrying capacity. Either impact or carrying capacity was considered, while both are required to define balance.

Various existing methods were selected for their applicability in the Netherlands. These were translated to the concept of a scale with impact variables on one side of the scale and carrying capacity variables on the other. The destination's goal is to keep these two sides "in balance". The "weight" of impacts on the scale is primarily determined by high or low tourism pressure leading to both positive and negative impacts. These impacts can be divided into economic impact, social impact and impact on nature and the environment. For each of these impacts, the positive impacts should be greater than the negative impacts and impacts should be equally distributed among different groups of stakeholders. Several studies show that positive impacts often end up with different stakeholder groups than negative impacts.

The other side of the scale concerns carrying capacity. Like the impact side of the scale different variables have been defined. For instance, ecological carrying capacity concerns the relates to the perspective of residents, whereas psychological carrying capacity concerns the perspective of visitors. The limit of resources and facilities is considered within the topic of physical carrying capacity. Additionally, the topics of economic carrying capacity and political carrying capacity can be distinguished.

All variables relevant to measuring balance have been elaborated in an online publication. For each variable possible indicators are defined and explained. For each indicator, an indication is given which data is readily available and which needs to be collected.

Based on the results of the project 'Valuable tourism is working on the right balance', HZ University of applied sciences has attempted to put the framework into practice in a research project for the destination Zeeland, the Netherlands. The methodology includes an availability assessment on the proposed indicators for each variable; the scoring of indicators based on their availability; selection of four pilot municipalities in the province; interviews with pilot municipalities on their perception of balance; collecting data on high scoring indicators; acquiring missing data and border values; and expert judgements on collected data. Results from this study will be published in a conference paper based on this abstract.

Intangible Cultural Heritage for enhancing the wine tourism experience

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In the context of the social and cultural turn state by Harvey (1989), Massey (2005), and Giddens (1984), local cultures, traditions, identity, proximity, and social significance have been relevant elements as counterparts for globalization. In this regard, part of the global tourism sector has been incorporating those elements into their narratives and practices. Nowadays, it is easy to find tourism companies born with a local DNA based on their local culture and which appeal to ICH elements. The origin of food and wine tourism experiences might be explained in the context of the social and cultural turn as a way to meet social demands.

For instance, during COVID, wine cellars, some considered tourist attractions, were forced to adapt, and reshape their tourist offer. This situation clearly focuses on intangible cultural heritage, such as the wine landscape or ancient ways to produce wine based on local varieties. Thus, the main purpose of this communication is to explore the relevance of wine landscapes as an intangible cultural element in tourism experiences.

To achieve this goal, the current research, based on the Wine Tourism Framework (WTE), proposes an analysis of a case study based on the nearest wine cellar to Barcelona, Spain, to understand the relevance of the wine landscape in tourism experiences. Therefore, a qualitative methodology based on participant observation through 38 guided tours for three months was conducted. The analysis focuses on the relevance that the landscape represents in the wine tourism experience.

The results obtained revealed, on the one hand, how landscape and traditions are crucial elements for contributing to enhancing the wine tourism experience above wine tasting. Moreover, it confirms the role of intangible cultural resources such as wine landscapes as a mechanism for enhancing the tourism experience. The conclusions highlight the potential of wine landscapes and wine-producing traditions as elements that might enhance the tourism experience and, simultaneously, as mechanisms for educating tourists about destination history and culture.

The Accessible City: Co-Designing Research and Education for Inclusive Leisure and Tourism

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In 2030, Breda wants to be the most accessible city in Europe. Leisure and tourism are essential components of the accessibility strategy that needs to be developed for this. Participation in leisure and tourism activities can be very beneficial: through it, we can explore interests and passions, it can help us adopt a healthy lifestyle, show us how to develop skills, it

can open our minds, facilitate in the meeting of cultures... and often it is simply fun (see e.g. Fernandez et al., 2018).

However, for leisure and tourism to have these beautiful benefits, the ability to participate is key – and that ability is not always obvious for everyone (for instance as expressed in the ICF-CY classification scheme – see WHO Collaborating Centre for the Family of International Classifications (FIC) in the Netherlands, n.d.). A physical or mental disability, a lack of money, unavailability of leisure facilities in the neighborhood or region, a lack of knowledge or opportunity to access the right kinds of networks, or active prevention from participating – there are many reasons why leisure and tourism activities might not be accessible to people.

To remedy this unfairness, we believe that it should be an explicit goal of leisure and tourism professionals to ensure the accessibility and inclusivity of events, activities, venues and facilities. That way, everyone can share in the wealth represented by leisure and tourism. From a policy and regulations perspective, achieving this would mean conforming to the World Leisure Organization Charter for Leisure 2020 (World Leisure Organization, 2020), which includes an explicit reference to the 2006 United Nations Convention on the Rights of Persons with Disabilities, expressing the need for equal access for all. This will also signal alignment with local policies, such as the diversity and inclusion code ‘CoDeDi’ in The Netherlands (CoDeDi, 2016). From a psychological perspective, designing leisure practices and facilities for universal access means that people with disabilities gain the possibility for self-determination – a key ingredient in the facilitation of personal wellbeing (Ryan and Deci, 2000, Fernandez et al. 2018). In our presentation, we will share how we have been working on the accessibility and inclusivity of leisure and tourism practices and facilities for people with disabilities.

Key to our approach is a set of convictions. With these convictions as a guiding framework, we have built a *design research practice* which aims at experimenting with educational interventions, collaborative research designs fit for university students and experience experts, commissioned projects and the building of robust local networks, all aimed at learning how to improve accessibility of leisure and tourism for people with disabilities.

(1) TRAINING THE INCLUSION-SENSITIVE MANAGERS OF THE FUTURE: when we want to improve the leisure and tourism sectors, we can do that by helping our students, the professionals of the future, to become sensitive to the issue of accessibility.

(2) CO-DESIGN OF RESEARCH AND CONSULTANCY: the accessibility of leisure/tourism should be explored *with members of the target groups themselves*, e.g. joint projects of our students with people with disabilities (in members of the latter group’s role as ‘experience experts’). This is, in effect, an application of the thesis of Armstrong et al. (2017) to older students. The intended effect is for co-design processes in which all participants collaborate as professional equals to foster awareness amongst future managers of these accessibility issues for people with disabilities, to improve mutual familiarity between students and experience experts, and to strengthen the experience experts’ consultancy skills in the process.

(3) LOCAL EMBEDDING AND QUADRUPLE HELIX INVOLVEMENT: these co-created projects, apart from allowing the creative collaboration of students and experience experts, should be conducted through real-life experiences, resulting in actionable recommendations for leisure/tourism businesses, policy makers, but also educational development and individual citizens’ responsibility. Apart from co-developing shared values and ideals (i.e. the wish to work together in order to improve accessibility), these design experiments also aim to address the pragmatic dimensions of making leisure accessible for all: which infrastructural or financial problems do we encounter in a particular context, and how can we build effective argumentation and commitment to overcome any differences in strategic insight, e.g. a misalignment with a company’s commercial vision? Each project uncovers new challenges, and the systemic co-design approach is used explicitly to address such issues.

Specifically, we have project designs, field notes and outcomes to share pertaining to:

- (a) museums, theme parks and attractions, as well as guided city tours
- (b) collaborative customer journey research design with experience experts
- (c) other elements of a design research cycle, e.g. co-creation and dissemination of outcomes via creative techniques, again working together with experience experts
- (d) successes and challenges in implementing these insights in leisure/tourism organisations, and at policy/strategy levels.

In this session, we will share our insights, and we will explore how we can work together in fun / interesting / effective ways – for more accessible leisure / tourism sectors.

Career Management Skills Development of Young Tourism Professionals towards Quality Careers

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Skills development in student and workforce education is one of the key elements of the tourism, leisure, and hospitality industries. The financial challenges and the impact of advanced technology have affected consumers and their requirements. Due to these changes, the ways of working are changing, and organizations are to respond to these changes by adjusting the skills of their workforce. To meet these skill demands, young professionals in tourism need appropriate skills and support in career management to achieve quality careers. Generally, the discussion is involved in the skills of the employees. However, educational institutions and employers have a significant role in this process. Educational institutions need to prepare the youth with future-oriented professional skills. Employers need to understand their role in onboarding the youth and providing quality work and working environment.

To address these challenges, an international project, implemented from 1.2.2024 to 31.7.2025, among 15-24-year-old tourism, hospitality, and restaurant sector students and graduated unemployed is created to increase the target group's skills in career management and integration to work. The program's approach is personalised for each participant. In the program, an intensive training program is created, piloted, and adjusted to seek solutions to how the skills of the target group meet the current and future demands of the employees. The training program consists of a dedicated online course in career management to increase self-awareness and elements of acquiring work, related introduction days, personal coaching sessions, and short-term traineeships. The aim is to engage 100 participants. The key objective is to support lifelong learning, empowerment, and a smooth transition to work. The program is offered by educational institutions, employment agencies, and other developers in three countries: Finland, Estonia, and Latvia. The networked approach enables the vast development of practice-based collaboration.

This qualitative case study addresses the complex relationships in advancing the employment of young people in the field. Thus, this study addresses the question of which factors influence the integration to work of the target group of 15-24-year-old youth in the field? The gained knowledge will reveal insights into the perspectives, skills, and skills gaps of young people, educational institutions, and organisations.

Data is collected throughout the implementation stage from 1.2.2024 to 31.7.2025 from participants (target group), organisations' personnel (e.g., supervisors, mentors), and educational institutions' personnel (e.g., teachers, counselors). The data consists of interviews and feedback at different stages of the program. The data is analysed through inductive qualitative content analysis focusing on the manifest analysis of the surface structure i.e. what

has been said in an iterative process of densifying and categorizing textual data into themes to identify patterns. The analysis is conducted in NVivo.

This study sheds light on the factors influencing young tourism, hospitality, and restaurant sector students or unemployed people's integration into working life. The results contribute to the work of educational institutions, employers, and other stakeholders to impact positively to achieve this integration.

The Role of Airbnb in Inclusive Tourism Development in South Africa

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Globally, there has been much debate on the attainment of inclusive tourism development and growth. This is, in part, due to the deeply seated exclusive nature of tourism which has garnered much criticism. Inclusive tourism is understood in this research as a transformative form of tourism where marginalized groups are involved in tourism production, consumption, benefit-sharing, and decision-making. The current research focuses on the Waterberg District of South Africa, an area developed through the mining sector and has recently begun transitioning to tourism based on its rich natural and cultural landscape. The purpose of the study was to analyze the barriers and enablers to Airbnb's goal of driving inclusive tourism. Adopting a qualitative approach, the research was conducted in three phases. The first phase consisted of a focus group held with Airbnb representatives who were involved in the planning and operations of the programme. The second and third phases involved in-depth interviews with Airbnb partners (situated in the public and private sectors) graduates of the Airbnb Academy, respectively. The findings reveal that previously excluded groups were able to become tourism producers, through the skills development programme, joining the Airbnb app, and the tangible outcomes from the interventions (i.e., Wi-Fi routers, emergency power supply etc). Interestingly, the programme widened the scope of opportunities for members who didn't identify as part of the tourism value chain (for example, traditional healers). Further, there was a notable change in the tourism landscape, now involving experiences that are more authentic and representative of the culture and lifestyle of the community. However, the tourism industry is prevalently white-owned, presenting substantial challenges for graduates of the programme to tap into the tourism market. Also, the study found a lack of tourism awareness and knowledge resulting in little tourism representation within important local and district institutions. The findings confirm and expand that inclusive tourism is intrinsically embedded in the local context: politics, economy, and society. In this regard, the study expands and contextualises the literature on inclusive tourism development in the Global South.

New Animism: Light festivals, folklore and storytelling with non-human persons

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This paper addresses the future of intangible cultural heritage in an evolving world by foregrounding the topic of how new animism reshapes our approach to listening and story co-telling. The concept of new animism provides a theoretical framework for this study. The animistic worldview considers that non-living objects possess a life force. Its reconceptualization as 'new animism' goes further by defining non-humans not as things or objects, but as persons (Harvey, 2005; Ingold, 2006). The re-privileging of non-human persons is an urgent matter in an era of climate change. The study makes an original contribution to tourism literature by providing a neo-vital conceptualisation of light events as produced in conversation with non-human persons, including flora, fauna, terrain, fantasy and folklore. In doing so, the work highlights the potential for future ecological multivocality and intersubjective storytelling. Light events take place after dark, in a night world less commonly traversed by humans. How this nightscape of flora, fauna, terrain, air and sky collaborates in the production of light events is a neglected area of research.

The methodology combines 11 semi-structured interviews with the producers of installations, trails and participative events who manage a offer a variety of scenarios in different locations, from National Trust properties to National Parks, Dark Skies regions, mountains urban centres and World Heritage Sites. Events include The Storr, which took place in 2005 over 42 nights, when approximately 7,000 walked trails among the strategically lit natural land formation of The Old Man of Storr in Trotternish on the Isle of Skye to a soundtrack of local song-cycles and singing. Other participants in this study include Green Space: Dark Skies, a national project, part of the UK Unboxed Festival in 2022. Green Spaces: Darks Skies involved 20,000 participants 'Luminators' using purpose-built hand-held lights that were programmed from elsewhere. These interviews were combined with mindful journaling captured at visits to winter light trails while reading the fantasy novels of Susan Cooper. Interpretative Phenomenological Analysis (IPA) was selected as the methodological approach, a highly appropriate choice for a small-sample study examining new animism.

The findings identify multiform exchanges that take place with non-human interlocutors including: pre-existing dialogues; conversations about non-human persons; conversations with non-human "light forms;" non-human conversations with humans; conversations with non-human persons; conversations between non-human persons; and lastly story-conversations. The study suggests techniques for tourism developers which reverse the field of relations that allowing us to listen more fully, let stories travel to us. In addition, the work highlights the neo-vitality of folklore that is rooted in localities and resident landscapes and adds to its voice. Results also indicate that undertaking projects about new animism (including this piece of research) induces experiences of being-in-the-world, described by one participant as intensification. The research concludes that soft forms of new animistic exchanges may be more prevalent in the tourism industry than previously assumed.

Non-native introduced species- a justifiable target for tourism and recreational hunters

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Hunting tourism is a valuable yet vulnerable niche activity. Aotearoa New Zealand attracts hunting tourists from around the world, many of whom pay a premium to hunt there, and similarly local recreational hunting generates a raft of benefits. The result is net positive outcomes for hunting providers and the rural communities who service this activity. However, hunting is becoming an increasingly contested leisure activity because of its questionable ethics and associated animal rights and welfare concerns. There is a history of criticism of hunting, commentators identifying it as an unethical tourism/leisure activity (e.g. Tickle and Van Essen's 'Seven sins of hunting tourism' (2020) and Winter's (2020) review of the ethics of animal tourism). Despite such criticism there is an identified 'need' for hunting to continue in some circumstances, for example to control populations of animals that are causing damage to natural areas, to crops, or danger to humans; or to maintain longstanding cultural practices that contribute to social and economic goals (Lovelock et al., 2022). One scenario which is plausible to label as ethical hunting involves the hunting of non-native invasive species i.e. these that cause considerable disruption to native ecosystems and/or economic or other social harms to human communities. Some animal ethicists, however, critique the native/introduced animal dichotomy which has been important in constructing the moral worth of animals, and assigns higher value to native species than introduced species (Winter, 2020). Instead, they argue for all species to be worthy of identical moral consideration, a situation that precludes the hunting of any species, including non-native invasive species. But can a case for the hunting of the latter still be made? This paper discusses the ethics and relevance of hunting as a leisure activity in a contemporary 'first world' setting, Aotearoa New Zealand, focusing on the hunting of introduced animals. The paper identifies three arguments for ongoing leisure hunting in such a setting. The first is rooted in Aotearoa's long period of bio-geographical isolation, which has resulted in an ecologically unique setting that is vulnerable to the impact of introduced mammalian species that can only be sustainably controlled through hunting. The second argument is represented by the food-security resource provided by these huntable introduced species, the importance of this game-meat for household food-security recently being demonstrated by the findings of a nationwide survey (Degarege et al., forthcoming). The third pillar of an argument for the retention of leisure hunting is the culturally significant role that hunting plays in Aotearoa, particularly for Māori, for whom introduced wild species may provide contemporary substitutes for traditional native food sources no longer available due to extinctions or because of legal protection (Dowsett et al., in preparation). Tully and Carr (2019) argue that tourism is a facilitator of animal oppression - and this is probably the case - especially for hunting tourism. However, considering the arguments presented above, there are multiple imperatives for maintaining hunting practices for non-native species in some circumstances, especially where the alternatives to doing so are neither practicable or ethical.

Aligning the UNWTO code of ethics and the role of technologies in the tourism industry?: a case study on medical/health tourism

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Regenerative technologies such as AI and Blockchain are currently changing the way of working in the tourism industry. This lead to the rise of users as early adaptors, whose responses differ from businesses stakeholders that later follow this trend in the technology adoption. Smart destinations are envisioned to embrace blockchain solutions, which could result in different business practices ((Nam et al., 2021). According to Gossling (2021) the ICT adoption in the tourism industry is in the stage of usurpation. Envisioning new implementations and the future of technology adoption in this regard (Xiang, 2018), it is therefore the objective of this paper to assess if the principles of the UNWTO code of conduct for responsible tourism are in line and safeguarded with these technological advancements. Therefore, a critical assessment is needed if the application of these technologies are influencing (1) mutual understanding between societies, (2) Individual fulfillment (3). Sustainable development (4) Cultural heritage enhancement (5) Tourism as a beneficial Activity for communities (6) Stakeholder obligations in tourism development (7) Right to tourism (8) Liberty of tourism movements (9) Right to workers in the tourism industry. A relevant selection of these ethical perspectives will be touched by the usage and implementation of technological interventions. The paper aims to analyze for a relevant sample of principles, i.e. what might be the positive and negative influence into the relationships of tourism and continuous development of these technologies. Ethical principles 1, 5, 6 and 9 will be examined and judged upon there resilience towards these arising technologies. Tourism is a labor-intensive practice and certainly one can pose the question if new technologies impact on the workforce and related ethical principles. The paper serves as a theoretical and conceptual approach into the relationship between tourism and arising technologies. Further scientific approaches could be an empirical testing or account from stakeholders into the industry. But first a fundamental approach can help to clarify of what is at stake.

It is certain that these technologies will impact on the tourism industry system. Furthermore, Stankov (2020) also indicates the 4.0 industry development brings about a risk potential, not only for industry itself but also having an impact on the tourism workforce and its wellbeing (Rydzik, 2021). This technological shift will be in need of anti-disciplinary thinking, opening new paradigms and mindsets to other possibilities (Sigala, 2018).

An additional validity check will be performed with a specific case within the tourism industry, among others, cultural and medical/health tourism. Several questions arise on how does technology supports or influences the daily customer and service processes?; and which ethical principles are intertwined with the technology in this sector? In the near future more technologies will change the tourism industry rapidly, which perhaps without take into account workforce, sustainable communities, hosting places and geographic sensitive environments. In the distant future, AI and the development of synergetic systems of supervised machine learning will replace human activities and ways of acting in general societies and how these societies will be organized.

Social Support and Wellbeing of Hypermobile Digital Nomads: Unraveling Personal Social Networks

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“If you can work from home, why not work from here?” an interviewee asks rhetorically from an open-air coworking space overlooking the ocean in Puerto Escondido, Mexico. This self-proclaimed digital nomad switched from a traditional office to fully remote during the COVID-19 pandemic and decided to sublease her apartment and travel. While travel patterns, lengths of stay, and motivations vary, this is a common origin story of today’s hyper-mobile remote workers seeking better work-life balance by prioritizing leisure and travel for an alternative lifestyle enabled by flexible remote work arrangements.

Mobility causes a rupture in one’s established social network as distance is placed between the participant and their established social support networks at home (Dunbar, 2018). This may strain existing relationships and open opportunities for new social contacts. Long-term mobility in the case of a digital nomad, who not only leaves their place of origin for a prolonged period but also intends to stay in a host destination for a limited amount of time must continuously adapt their social network as local and distant contacts constantly shift roles. Local communities of digital nomads are therefore very transient and dynamic, changing constantly as new participants come and leave. This research will focus on the individual (ego) and how they access social support while adjusting their distant-local networks.

This study draws on an innovative research design to address a research gap in understanding strategies of social support and its relationship with psychological well-being within geographically distributed personal networks. It aims to examine the reconstruction and distribution of support between digital (distant) relationships and social connections within the host destination. A mixed methods approach is applied through the lens of social network analysis and House’s (1981) typology of social support including four categories: emotional, instrumental, informational, and appraisal. This comprehensive mixed-methods approach integrates both quantitative ego-centric social network data and qualitative contextual information through in-depth interviews and a visual mapping exercise.

Preliminary findings indicate higher perceptions of well-being and support in respondents with balanced social networks. These individuals maintain core relationships with contacts at home digitally while being actively supported and engaged with new connections in their destination through face-to-face interactions and shared experiences. Most participants heavily rely on their digital connections with home for emotional support, while other types of support, such as informational and instrumental, are more equally distributed. Longevity is not necessarily sought by local networks, but evidence points to some enduring relationships that transition to the individual’s distant network in other destinations. This dual reliance on existing digital networks and the cultivation of new connections in the host destination demonstrates the dynamic adaptation strategies employed by hypermobile digital nomads to sustain their social support systems.

This exploration of personal social networks and social adaptation strategies amongst hypermobile digital nomads sheds light on the dynamic interplay between mobility, social support, and subjective well-being.

Pathways towards more environmentally sustainable holiday travels among inhabitants of the Netherlands

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In the context of ambitions to reach target goals from the Paris Agreement, the Dutch Ministry of Infrastructure and Water Management has set up a programme aiming at making leisure travels more environmentally sustainable. As a research institute within the Ministry, the KiM Netherlands Institute for Transport Policy Analysis was asked to provide knowledge on the contribution of leisure travels to CO₂ emissions as well as tangible possibilities to reduce the carbon footprint of leisure travels.

In a study published last year, KiM established that leisure travels done by inhabitants of the Netherlands cause 12.6 megatons of CO₂ annually. Leisure activities were defined broadly, including (but not restricted to) holidays, visits to family and friends, shopping and regular sport activities. We used two population-representative Dutch travel survey databases (with pre-COVID-19 data) together with Tank-to-Wheel emission factors to calculate CO₂ emissions. By comparison, commuting trips in the Netherlands emit 6.8 megatons of CO₂ during the same period.

Travelling to holiday destinations proves to be a major contributor to CO₂ emissions of leisure travels of inhabitants of the Netherlands. This is why reducing the carbon footprint of holiday trips is an important focus point in our follow-up study. Around half of the CO₂ emissions of leisure travels is caused by holiday trips. Inhabitants of the Netherlands fly for 25% of all holiday trips, and those trips account for 74% of the CO₂ emissions of all holiday trips. Holiday trips by car are much more common (around 65%) but cause fewer (19%) CO₂-emissions.

In our follow-up study, we want to better understand the profiles of holidaymakers emitting relatively large shares of CO₂ as well as motivations underlying travel mode and holiday destination choices. We will also be examining the value of distance – travelling far away – for holiday purposes and the extent to which proximity tourism can fulfil holiday needs. Additionally, we want to investigate the role and contribution of various actors such as stakeholders in the tourism market, transport companies and the ministry itself in reducing the carbon footprint of holiday travels.

We are currently conducting up this follow-up study. Our methods consist of a mix of literature review, quantitative analyses using data from our previous study, focus groups with holidaymakers and interviews with stakeholders in and around the tourism sector.

Our final goal is to provide the ministry with policy options to reduce the CO₂ emissions of holiday trips done by inhabitants of the Netherlands. While we will not exclude broad, cross-sectoral measures such as road pricing, we intend to give special consideration to measures that are specific to the travel sector and elaborate on those. During the conference, we would like to present our findings thus far.

Navigating the future: the roles played by DMOs and the challenges they face

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This paper focuses on the central role played by destination management organizations (DMOs) in shaping tourism development within a region. These organisations assume a range of responsibilities, including planning and management, and are expected to take a leading role in fostering collaboration among diverse stakeholders in tourist destinations (Morrison & Maxim, 2022).

DMOs are confronted with a variety of situations to which they must be prepared to respond, ranging from navigating uncertainty and advocating for sustainability, to developing a skilled workforce and building resilience against future crises (Luu, 2022; Yeoman et al., 2022). According to Jørgensen, (2017), DMOs are expected to show flexibility, adjusting their structure and roles to adapt to the specific circumstances and challenges faced by a destination. Such flexibility is increasingly needed given the current economic climate and evolving environments. The paper examines the current functions fulfilled by DMOs and challenges they face, aiming to determine how these have evolved (if so) when compared to the pre-pandemic environment. The paper responds to calls for more in-depth studies into DMOs and their transformative role in tourism destinations (Beritelli et al., 2015), particularly in a post-pandemic landscape. Using a critical perspective and a mixed-method approach, including semi-structured interviews with DMO representatives and an online survey applied to key tourism stakeholders, this study sheds some light into the developing roles played by DMOs. Preliminary findings highlight the complex challenges encountered by DMOs, including recurring issues such as resource constraints and insufficient collaboration, alongside emerging challenges like digitalization. The paper contributes to advancing the knowledge in the field, offering potential assistance to destination managers and other tourism stakeholders in better understanding and preparing for the challenges they face in their efforts to better manage tourism.

Utilising guest books to determine tourist experience at Mnemba Island Lodge, Zanzibar

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Understanding the tourist experience is critical for the long-term sustainability of the tourism industry. Understanding what your client expects and how they experience the products and services you offer is critical to meeting and exceeding those expectations leaving lasting memories and experiences. Every contact or point of contact that a visitor has with an organisation is an experience no matter how ordinary the service or the product that is being offered. A tourist experience can as a result be defined by a collection of experiential moments and emotions which add up to an overall impression and memory. Increasingly tourism and hospitality providers are striving towards delivering memorable experiences for their guests. It is no longer good enough to merely provide functional services and products. Tourists are drawn to various attractions, activities and experiences often to escape their often mundane urban everyday lives and realities. Tourism can no longer be seen as something that can be separated

from our daily lives and is an essential part of it. Understanding the experiences tourists have is critical to ensuring they return and act as valuable word-of-mouth marketing catalysts. Tourists are often asked to provide feedback on their experience at the last minute and on very short notice before leaving a particular establishment. This often places pressure on the guest to comment on their experience without having enough time to reflect on their experience. This may be seen as a major limitation in tourist feedback and experience management. Guest book inscriptions provide an alternative methodological approach, allowing guests the freedom to reflect on their experience in their own time and make an inscription if they want to through a comment, poem, or sketch relating to their experience. Tourism experiences have conventionally been determined through visitor feedback forms and other data collection methods such as interviews and questionnaires. Although these methods yield insightful knowledge of tourist experiences they are often restrictive and prescriptive. Guest books can as a result be considered as a self-revealing and honest research instrument, serving as a fountain of lived experiences in which researchers could extract practical insights. The entries may include short, banal entries to longer entries of verse, sketch, and poem.

Fallacies that pervade research on tourists' well-being

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The past decade has seen a blossoming of research on well-being effects of vacationing, including numerous PhD projects, empirical studies, and systematic literature reviews. The outcomes of this undertaking have been compelling. The well-being benefits of vacationing are widely acknowledged in academic literature and beyond. The mechanisms by which vacationing benefits people are also increasingly well known, including the important roles of novelty, social connection, detachment, and natural environments. These patterns appear to hold across socioeconomic and cultural contexts. Furthermore, important differences between such contexts have been found, for example the extent to which vacations fulfil the role of a social ritual, personal indulgence, or the expression of a serious leisure pursuit.

Acknowledging the value of this body of knowledge, we would like to point out several fallacies which persistently occur in numerous if not most studies on the tourist well-being topic. If these fallacies continue to pervade research on tourist well-being, we fear that much potential for progress will be threatened. Specifically, we explain the logical, conceptual, or empirical errors behind the common statements that:

1. Life satisfaction is hedonic;
2. Phenomena associated with well-being, such as (tourism-related) behaviors or circumstances, necessarily caused well-being to increase;
3. Differences between people in well-being at a single moment in time are sufficient to reveal underlying processes that contributed to well-being within those people over time;

4. Patterns of tourist behavior, well-being outcomes, and the relationships among them are independent of

4a. cultural context, and ;

4b. person's social milieu, especially that of family, friends, and colleagues;

5. The processes linking tourism and well-being occur in isolation from other, non-tourism-related parts of life.

We challenge these fallacies in the hope of accelerating the progress of future research in this area.

Inclusive aviation: uncovering staff training needs emerging from travel experiences of PSARs

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Despite the potential benefits of travelling, such as intercultural understanding and quality of life (Scheyvens & Biddulph, 2017; Gillovic & McIntosh, 2020), tourism is often seen as exclusionary towards individuals and groups at the margins of society, highlighting the need to address the industry's lack of accessibility, which contributes to social inequality (Gillovic & McIntosh, 2020). The view that travel should be inclusive, underpins calls to ensure that transport services are accessible to elderly people and people with disabilities (Darcy et al., 2020), including mental disabilities, sensory impairments, and neurodiversity, (Asadi-Shekari et al., 2013). Therefore, as an important actor in the tourism and travel industry, aviation plays a pivotal role in the creation of a more equitable and inclusive society.

Airlines and airports already made significant improvements to ensure that PSARs (Passengers with Special Accessibility Requirements) have access to the same level of service as other passengers. These efforts include training employees on how to assist passengers with mobility issues and visual or hearing impairments. If staff have a better understanding of the needs of PSARs, the quality of the travel service they provide improves. Effective training practices are essential to make staff aware of their potential impact on PSARs' flight experiences (Martin-Domingo et al., 2024). Specific regulations are also in place concerning mandatory training for the staff of airports and airlines.

Despite those efforts and commitments, the flight experience of passengers with special assistance requirements often remains sub-optimal. For instance, a systematic review of existing literature conducted by Martin-Domingo et al. (2024) showed how the passenger journey of PSARs is dotted with a variety of barriers and challenges that are negatively influencing their flight experience. Several factors are contributing to these barriers and problematic challenges. While training is certainly recognized as one of the key strategies to ensure a pleasant flight experience, current training practices should also be questioned, aiming at understanding whether they are responding to the challenges that are embedded in PSARs' experiences.

By addressing the mentioned issues, this study aims at uncovering staff training needs emerging from the flight experiences of PSARs. It is based on data collected as part of a larger EU funded research project (Inclavi). 22 semi-structured interviews were conducted (13 with PSARs, and 9 with industry experts) in The Netherland, focusing on barriers and challenges experienced by PSARs during their passenger journey. Through an interpretative content analysis of PSARs' challenges and barriers, training needs for airports and airlines' staff emerged, shedding light on necessary improvements, such as the necessity to focus on soft skills. The outcome of the study contributes to the body of knowledge on training needs in the aviation sector and provides useful insights to the industry, regarding opportunities to improve trainings' content, approaches and learning methodologies.

An exploration of social dimensions of the Circular economy at a tourism destination: the case of Killarney, Ireland

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The idea of a circular economy (CE) has become increasingly popular as we try to tackle the current global challenges that face the world. While some argue that this circular approach heralds 'the dawn of a new paradigm' (Vargas-Sanchez, 2018), Hobsons and Lynch (2016, p. 15) warn that 'CE must be open to more 'radical' critique and reconsideration'. Furthermore researchers such as Jaeger-Erben, Jensen, Hofman and Zwiers (2021) note that 'there is no circular economy without a circular society' and yet Padilla-Rivera, Russu-Garrido and Merveille (2020, p.2) conclude that 'notwithstanding a few voices from authors advocating for the inclusion of social aspects in CE concepts, tools, and metrics, the concept of CE today clearly appears to prioritize the economic system with primary benefits for the environment.. and only implicit gains for social aspects'. This paper seeks to go beyond thinking of the social element of circularity in terms of being a benefactor, to explore the important role social factors and individuals played in the introduction of a circular strategy in tourism destinations.

The nature of tourism means that while CE approaches can be implemented at the individual tourism businesses level, destination wide approaches are also important to maximise the impact. This paper examines the Killarney Coffee Cup project in Ireland which saw 'agreement between 25 coffee shops, cafes and hotels to help remove over 18.5 tonnes of rubbish from the local municipal waste network' by no longer offering single use disposable coffee cups and instead developing a deposit return scheme (Riegel, 2023). This research asks the following questions: Why did the entrepreneurs who led this campaign decide to do this? Why did the other coffee shops and hotels agree to join the project? What role did place and community play in motivating these actions? For the entrepreneurs how were the environmental, social and profit motives balanced effectively?

The primary research will involve interviews with participants of the scheme to explore the leadership, motivation and social interaction that resulted in such a high level of engagement with the idea. While the research is ongoing, it is expected that theoretical frames such as solidarity, place attachment and the balancing of entrepreneur's profit and social objectives will be drawn upon to better understand this case and identify various social dimensions of the CE. The contribution of this paper is firstly to present an interesting case study of how a bottom up strategy introduced a CE approach at the destination level. Secondly it contributes to the discussion of the importance of the social dimension of circularity in terms not just of impact but where social objectives, connections and identity guide the move to a CE. Thirdly it seeks to

make a theoretical contribution by considering themes such as solidarity, place attachment and entrepreneurial objectives and identifying their role as we take the important step towards more circular approaches in tourism.

Gastronomy and The Touristic Digital Image : The Case Study of Marrakesh

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The world is changing, and the gastronomy too. Capturing the interest of new travellers seeking an authentic gastronomic tourism offer that can stand up to the test of new technologies requires an innovative approach that incorporates the new digital habits of consumers. The metamorphosis of their consumer behaviour means preparing for the tourism of tomorrow and the values that will accompany it, so that we can understand and decipher the challenges of this new ecosystem.

These days, in order to develop their tourism image in the digital age, towns and territories are banking on heritage-based resources that are widely used.

This study takes a closer look at Marrakech, a former imperial city, also known as 'the red city' or 'the ochre city' in the centre of Morocco at the foot of the Grand Atlas mountains. The gastronomy of the city of Marrakech is a key factor in the effervescence of the city and its region.

We propose to study the gastronomic heritage of the Marrakech in the digital age and how to make it an added value, then what are the future prospects for the tourist image of the city of Marrakech and de facto for the image of the Moroccan tourist destination.

Concerning the methodology adopted: In the first part, we define the concepts related to Marrakech gastronomy and the concept of the tourist image, then we present a literature review of the determinants of digitalization and new technologies. In the second part, we present and discuss the results of the field study carried out among the selected target group; the aim of this study was to identify the motivations and expectations of the population surveyed with regard to the role of local gastronomy as an element of attraction for the tourist image of the city of Marrakech.

The aim of this study is to provide a clear answer to the question of the impact of digital technology on the image of Marrakech as a tourist destination through the local gastronomic heritage. Hence the following objectives :

- To analyse the role of gastronomic heritage in the tourist image through the use of digital technologies ;
- Enhance gastronomic know-how so that it becomes an engine of development for every region in Morocco;
- Propose recommendations to consolidate the image of Marrakech's age- old and ancestral heritage in the eyes of national and international customers.

Understanding Kīrtana practices beyond religion: Insights from Kīrtana Maṇḍalī

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Kīrtana is one of the ancient traditional chanting methods (Pettit, 2014). The term comes from the Sanskrit word meaning praising or celebrating. *Kīrtana* involves singing or chanting sacred texts, poems, and names of deities (Johnsen & Jacobus, 2007). Originally, it was about praising deities and telling religious stories, as seen in ancient texts like the *Bhagavad-Gītā* and the *Bhagavata Purāṇa* (Moura, 2023). However, over time, *Kīrtana* has become more about communal singing. With its roots in the Vedas, *Kīrtana* is now a popular form of devotional music, both in India and around the world (Beck, 2019; Petit, 2014). Interestingly, a contemporary iteration known as ‘neo-kirtan’ has been on the rise within yoga and New Age communities, with numerous *Kīrtan* artists receiving Grammy nominations (Kumari & Karunaratne, 2021; Moura, 2023).

Kīrtana holds profound significance in the religious context, serving as a gateway to spiritual connection and devotion for millions worldwide (Manshukani, 1982). Through the rhythmic chanting of sacred mantras and melodies, practitioners experience a deepening of faith and a sense of connection with the divine. This practice not only enhances personal worship but also strengthens the communal bond and shared spiritual experiences within religious groups (Brown, 2012; Brown, 2014). However, exploration of the impact of *Kīrtan* beyond its religious connotations remains limited, with little attention given to its potential influence on broader societal or cultural contexts. As such, this study aims to explore how *Kīrtana*, traditionally associated with religion, influences aspects beyond its religious connotations, focusing on women who practice *Kīrtana*, known as the *Kīrtana Maṇḍalī*. Investigating the experiences of women engaged in *Kīrtana Maṇḍalī* provides valuable insights into its broader socio-cultural impacts.

We adopted the three-generation studies methodology (Thornberry, 2016) and conducted interviews with three women representing different generations in an outskirts village of Rishikesh, situated in the foothills of the Garhwal Himalayas. The intergenerational approach is prevalently employed in clinical, psychological, and educational research (Branje et al., 2020; Tambaum, 2022; Thornberry, 2016). It proves to be highly beneficial when the research aims to understand a consistent context across different generations but its application in social science is rather limited. This approach was chosen for its effectiveness in comprehensively exploring the transfer and exchange of experiences, behaviors, skills, and knowledge across generations. By adopting this approach, we aimed to gain comprehensive insights into how *Kīrtana* impacts individuals across different age groups, contributing to a deeper understanding of its cultural implications in the region.

The findings revealed rich intergenerational perspectives on *Kīrtana* practices among the women participants. Across generations, *Kīrtana* was unanimously regarded as a central aspect of their spiritual and communal lives, fostering a sense of connection with both divine forces and their local community. Moreover, participants expressed how *Kīrtana* served as a means of preserving cultural heritage, including the vulnerable *Garhwali* language, and transmitting

religious traditions from one generation to the next. In this context, women emerge as central protagonists where they actively engage in the creation, composition, and vocalisation of songs in the vulnerable *Gadhwali* language. Additionally, the study highlighted the role of *Kirtana* in promoting women's empowerment, as participants discussed how their involvement in *Kirtana Mandalī* provided them with opportunities for leadership, expression, and community engagement. Interestingly, for the older generation, the *Kirtana Mandalī* also served as a form of leisure activity which offer them a space for socialisation and enjoyment beyond its religious significance. On the other hand, while the younger participants acknowledged the influence of modernisation on her *Kirtana* experiences, she also emphasised the significance of this practice in maintaining her cultural identity especially being a diaspora.

In summary, this study provides valuable insights into the various roles *Kirtana* plays within the Rishikesh community, especially among women. Specifically, it reveals that *Kirtana* serves not only as a religious practice but also as a crucial means of cultural preservation, particularly in preserving language, empowering women, and providing leisure activities. This observation highlights the role of *Kirtana* as a conduit for passing down cultural heritage and religious customs across generations, with women assuming a central role in this process.

Overtourism, Residents' Well-being and Their Support for Tourism Development in Barcelona

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Overtourism is rooted in the negative impacts of intensive tourism activities and causes conflicts of interest between stakeholders in destinations. It can also lead to negative reactions from residents and a reduction in their quality of life, which is also related to their well-being. The need for empirical research on residents' well-being in overtourism destinations was mentioned in the relevant literature and Barcelona is one of the leading destinations facing overtourism issues. Hereby, this research aims to clarify the relation between residents' perceived impacts of tourism, their subjective well-being (SW) and their support for tourism development (STD) in Barcelona. To achieve this aim, a quantitative research approach was applied to the residents through collecting questionnaires. Totally, 346 questionnaires were collected during the high season between the 1st of August and the 30th of October in 2023. The Partial Least Squares (PLS)-based Structural Equation Modelling (SEM) method and SmartPLS 4.0 software were used to analyze the data. According to the research findings, it can be said that perceived positive impacts of tourism (PPIs) had a significant and positive impact on residents' SW and their STD. While residents' perceived negative impacts of tourism (PNIs) had a significant and negative impact on their STD, residents' PNIs did not have a significant impact on the SW of residents. Also, residents' SW had a significant and positive impact on their STD. Another important finding of the research was the negative responses given to the proposition stating that tourism positively affects the quality of life of residents. In line with this, the perceptions of the increase in the prices of real estate, products, services, and unstable seasonal employment arising from tourism were also expressed by residents. Briefly, the results showed that residents' PNIs outweighed their PPIs in Barcelona. Residents also tended not to support the further development of tourism. The main reasons for this situation are that residents prioritize the perceived negative impacts of tourism and see tourism activities as a cause of cultural degeneration, environmental problems, and a decrease in their quality of life. Therefore,

decision-makers should understand residents' problems related to their well-being through continuous interaction with them. They should generate and encourage practical solutions for these problems to have a meaningful impact on the well-being of residents such as the Firenzecard project, a technological solution to monitor, track and manage the distribution of tourist flows in space and time, implemented in Florence, or the Parislocal shop, an initiative to support the local economy, realized in Paris. Sustainable tourism policies that support residents' quality of life and prioritize their well-being, should be developed by policy-makers to improve the perceived negative impacts and overcome overtourism problems. Otherwise, the negative reactions of residents may continue in Barcelona. In addition to discussing the relationships between relevant variables, more concrete examples of sustainable policies and practices for Barcelona will also be presented. Qualitative research methods can be suggested to get in-depth knowledge about residents' well-being for the future and specific sub-group analysis may be applied in further research.

Modal shift, routing and nudging solutions in Nature Areas: a state-of-the-art

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Nature areas in North-West Europe (NWE) face an increasing number of visitors (intensified by COVID-19) resulting in an increased pressure on nature, negative environmental impacts, higher management costs, and nuisance for local residents and visitors. The high share of car use exaggerates these impacts, including peak pressures. Furthermore, the almost exclusive access by car excludes disadvantaged people, specifically those without access to a car. At the same time, the urbanised character of NWE, its dense public transport network, well-developed tourism & recreation sector, and presence of shared mobility providers offers ample opportunities for more sustainable tourism. Nature parks fulfil what Butzmann and Job (2017, p.1736) consider "...a double mandate' of 'protection' and 'use'".

Thus, MONA will stimulate sustainable tourism in and around eight nature areas in four countries in NWE which benefits nature, the environment, visitors, and the local economy. MONA will do so by means of three pilots: encouraging a modal shift through facilitating sustainable transport modes, providing inclusive routing to and within nature areas, and nudging visitors and stakeholders towards more sustainable behaviour.

This presentation identifies the knowledge gaps in academia and practice related to the three pilots in the contexts of nature areas: modal shift, routing, and nudging. It does so by means of a literature review, which includes literature from the field of tourism (e.g., Arnegger et al., 2010), mobility (e.g., Orsi, 2015), and environmental sciences (e.g., Watson et al., 2014). This literature review is supplemented by interviews with experts in these fields to further identify and give shape to the knowledge gaps. Moreover, knowledge gaps from the perspective of practitioners are identified through interviews and field visits.

The results are forthcoming.

Cultivating Community Identity and Pride through Cultural Festivals: A Case Study of TIFF

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Cultural events and festivals contribute significantly to the economic sustainability of a community. The influx of tourists, both national and internationally generates substantial economic activity which supports local entrepreneurs and encourages ongoing business development, contributing to the long-term sustainability of the community, considering environmental, social and economic dimensions. But on the other hand, festivals often become a source of local identity and pride, anchoring a community of self. Transylvania International Film Festival - TIFF is a well-known event on the national and international agenda of cultural events. With a history of 23 editions, the festival is gathering year by year an increasing number of attendances in Cluj-Napoca, the growth of the event having important effects on the city. The dynamics of the festival made TIFF the most important national cinematographic event in Romania. Moreover, the festival's notoriety determined Lonely Planet Guide to promote Cluj-Napoca as the "film capital of Romania" and as a destination of festivals and cultural events. In the vibrant context of Cluj-Napoca, the Transylvania International Film Festival (TIFF) not only attracts the international film community but also cements the city's reputation as a cultural hub. This study aims to investigate whether attending and actively participating at TIFF events are positively correlated with an individual's sense of community identity. A longitudinal study spanning five years has been employed, concurring with annual edition of TIFF. This duration allows for a comprehensive analysis of attendee behavior and perception during the festival. A series of hypotheses have been formulated and tested in this study. For example, it explores whether the social connections cultivated during TIFF, such as interactions at film screenings and community events, contribute to an increased sense of shared responsibility and collective well-being among community members. Out of all the cultural and social benefits offered by TIFF, people value its capacity to support education and cultural enrichment, as well as the growth of the city's cultural life and the promotion of local identity. Through a meticulous examination of these aspects, the study seeks to provide insights into the multifaceted impact of cultural festivals on the development and sustainability of vibrant communities. Residents perceive TIFF as a sustainable event that leaves lasting legacies within the local community, contributing to heightened city notoriety and an enriched cultural life. In conclusion, the case of TIFF serves as a compelling illustration of how cultural festivals, that address the communities' social and cultural priorities can shape and sustain communities' identity.

Residents' attitudes towards (the impacts of) tourism: the case of Zeeland

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Zeeland has long been a tourist province par excellence, loved by many in The Netherlands and abroad for its appealing coastal landscape. Every year, approximately 3 million tourists spend about 21 million overnight stays in Zeeland; the province receives approximately 24 million day visits from tourists; and its own residents also undertake approximately 68 million recreational activities in their own region. In total, the sector accounts for an annual spending of around € 4.3 billion and is therefore of great economic value. In addition, the tourism sector significantly enhances the public facilities and services offer in smaller coastal communities.

Despite this, the public opinion on tourism in Zeeland is not always positive. With – in some communities – up to 40 times as many tourist beds as residents, some feel that the coast has become too crowded, and that residents – especially in the summer months – experience too much nuisance from tourism. Local governments find it important to take the opinion of local residents into careful consideration when it comes to decision making on tourism related developments. In 2019, an independent study was therefore carried out for the first time to objectively determine to what extent residents support tourism and how they experience its positive and negative effects. Based on the Resident Empowerment through Tourism Scale by Boley et. al (2014), HZ University of Applied Sciences has since carried out and repeated this survey research in several municipalities in Zeeland.

This paper combines the most recent research outcomes from 2021/2022 in four coastal municipalities and four municipalities further inland. It shows that on the coast, residents experience more negative than positive effects of tourism and many are afraid that an increase in the number of visitors will cause friction. On the coast as well as inland, a majority of residents still support tourism, but in at least three municipalities the level of support for tourism has decreased since 2019. An analysis of determining factors for support is presented, supplemented by a discussion of possible causes for the decrease in support levels.

A number of local governments in Zeeland are already explicitly concerned with the impact that tourism has on the well-being of residents. Active efforts are being made in various places to reduce the negative effects of tourism. The research outcomes presented in this paper confirm that this contributes to enhancing the level of support for tourism. However, our research also shows that it is even more important to focus on increasing (awareness about) the positive effects of tourism.

The paper concludes with practical implications and suggestions for further research. Until now, academic literature has often framed 'support' for tourism as the dependent variable and thus the end goal. It is argued that a shift of focus is needed: if we want to utilize tourism as a driving force for solving local development challenges, the academic focus should shift towards maximizing positive impacts. Rather than residents' support for tourism, resident benefit from tourism should be the end goal.

Recreation and leisure in promoting social inclusion: A reflection of documented theory

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Recreation, an essential part of human life and different forms of recreation are shaped naturally by individual interests but also by the surrounding social construction. Participating in recreational activities is a healthy alternative for positive behavior, which leads to opportunities for learning and living a balanced, productive life. The purpose of this reflection piece is to discuss the contributions of documented theory on how recreation can be used to promote social inclusion. Using the theory of human needs by Maslow, Doyal and Gough, the perception of engaging in recreation will be narrated. Recreational activities promote social inclusion. Social inclusion is theoretically defined as the process of improving the terms for individuals and groups to participate in society, and secondly, it's a process of improving the ability, opportunity, and dignity of people, disadvantaged on the basis of their identity, to take part in society. Recreation is expressions of excess energy, channeling it into socially acceptable activities that fulfil individual as well as societal needs; recreation also provides satisfaction and pleasure for the participant without compulsion. There are many benefits that come from recreation, such as the development of character, self-identity, and understanding of a communal setting. Being able to engage in recreational activities that reflect personal preferences is another component of social inclusion that is absent for many individuals. The specific activities one prefers and enjoys may remain stable for many years or change quite frequently over time. The possibility of these benefits supports the broader recovery goals that define social inclusion. Through systematic reviewing of existing literature, the focus will outline the benefits, barriers to participation, and characteristics of recreational activities. Recreational activities can be performed for economic benefit, and this can be used as a strategy to deal with the challenges which are faced by the society; however, it should be pleasurable and may be self-imposed (Pigram, 2006). The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun". Social inclusion is the way in which talents and capabilities are developed and enhanced so that participants are given the opportunity to realize their potential. There is a need to link planning for recreation for society to benefit. It is in the expansion of choice by providing a broad range of opportunities for recreational use for satisfaction. A description of engaging in recreation will be discussed. Engaging in recreation is essential, it contributes to identifying strategies of dealing with challenges. Recreating provides a wide range of functional and aesthetically pleasing environment. In this paper essential ways of dealing with social challenges through recreational activities will be discussed. Descriptive analyses will be done, and various methods of engaging in recreational activities discussed. way of social inclusions.

From boot washing to carbon management: environmental stewardship practices in Antarctic tourism

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Tourism in the Antarctic predominantly consists of cruise tourism, ranging from smaller expedition vessels to large cruise ships. Globally, the environmental impact of cruise tourism is under increasing scrutiny and also Antarctic tour operators have to position themselves regarding sustainability issues. In addition, the Antarctic is a very fragile and unique environment that requires additional measures to be taken to minimize the environmental impact of human activities, ranging from local impacts on flora and fauna to carbon emissions contributing to global climate change. Due to the complex governance structure, there are very few state regulations regarding tourism in place. Consequently, the tourism industry in the Antarctic primarily regulates itself concerning its environmental performance, driven by the operators' self interest in preserving the tourism product they offer. Self-regulation is carried out by the International Association of Antarctica Tour Operators (IAATO), an industry association with membership from most operators which has developed guidelines and bylaws to regulate all tourism-related matters in the Antarctic. Thus far, this self-regulatory system has been functioning well, but is under increasing pressure from growing tourist and operator numbers as well as diversifying activities. Thus, several countries that are members of the Antarctic Treaty, including the Netherlands, are pushing for a comprehensive policy framework to address Antarctic tourism. Exploring the scope and meaning of self-regulation is key to this effort. By applying the perspective of environmental stewardship (ES), this research explores how Antarctic tourism operators value and prioritize different actions and practices aimed at reducing their environmental impact. ES can be defined as actions by a community to protect and responsibly care for the environment in different spatial, temporal and institutional contexts. It offers an alternative to the concept of sustainable development, which is not suitable in the Antarctic context because development is not being pursued. In contrast, ES aligns with the Environmental Protocol of the Antarctic Treaty and the principles and values of Antarctica. To examine the actions by Antarctic tourism operators through the perspective of ES, this study makes use of practice theory. This includes analyzing on-the-ground practices, ranging from boot washing to not accessing certain places to education activities on board of a vessel, as well as the communication and reporting of these practices.

Methodologically, the analysis draws on three different sources: 1) a survey conducted among different tour operator personnel in various leadership positions to identify how they rank their tourism practices with regard to ES, 2) participant observations of tourism operations by the author team, and 3) a document analysis of tour operator sustainability reports. The results are embedded in a literature review on ES and an analysis of self-regulatory guidelines by the industry association. The findings will inform the ongoing discussions about a comprehensive regulatory framework for Antarctic tourism and the potentials and limitations of industry self-regulation.

The Power of Landscape Aesthetics in World Heritage

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Drawing on ethnographic fieldwork at Jiuzhaigou, this paper examines discursive power in a key Chinese tourism landscape and its post-disaster recovery. It identifies a discourse built on Chinese landscape aesthetics as key to shaping the landscape and its sightseeing tourism and how it propels its contested post-disaster recovery. Aesthetics is found to dominate not just the site's mass tourism but also its status as a World Heritage site, signalling the internalisation of an endorsement of the discourse by experts. The earthquake shocked landscape was restored and a discursive twist emphasising the beauty of the site was deployed to overcome authenticity contestations. This paper positions the role of aesthetics in tourism recovery to contribute to how visions of how a World Heritage site ought to look like in the past, present and future shape the ways we conduct tourism recovery and sustainable tourism. In particular, as heritage tourism becomes social-mediated and visual, it is paramount to examine how aesthetics operate to shape site-presentation and consumption.

Will virtual tours replace on-site visits to heritage sites?

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This exploratory study focuses on a virtual tour (VT) to the epitome of dark tourism – Auschwitz concentration camp. The tour is accessible to viewers through META's VR glasses. This research has two objectives. First, exploring entrepreneurs' motivation to initiate an Auschwitz VT. Second, to reveal the viewers' perception of the relationship between the virtual tour and the actual physical visit. The study used A mixed-methods approach including in-depth interviews with the entrepreneurs and viewers as well as a quantitative questionnaire (N = 300) filled in by VR viewers. The findings indicate that the VT seemed to increase the motivation to visit the site. Furthermore, the VT had a positive effect on participants' perception of the Holocaust as part of their own heritage. Also, the entrepreneurs and the viewers perceive the VT as a heritage agent with short- and long-term impact on Holocaust commemoration. The study contributes to a better understanding of the heritagization process and the potential use of advanced technologies in reducing barriers for involvement in a heritage experience.

Designing Sustainable Luxury Tourism Experiences

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Our study explores the paradigm of designing sustainable luxury tourism experiences within the realms of tourism and hospitality. Departing from traditional definitions of luxury, which are concerned with exclusivity and the displays of affluence, our research moves into the less explored territory of experiential and nature-based luxury. The shift from product-focused luxury to more emotionally charged luxury experiences mirrors the transformation of contemporary perceptions.

Our study critically examines sustainable practices in producing extraordinary experiences in tourism and hospitality. The study investigates the interplay and paradox between luxury and sustainability in the context of luxury tourism experiences, with a primary focus on sustainable luxury initiatives in Finnish Lapland. In the context of our research, sustainable luxury tourism experiences are a result of local and authentic everyday life practiced by the tourism stakeholders. During the last decades, Lapland has turned out to be a popular tourism destination, especially in wintertime. There is a demand for more sustainable and extraordinary tourism experiences. Our study highlights the role of nature, locality, and everyday life in designing sustainable, yet memorable experiences.

Methodologically, the study engages in a qualitative inquiry through semi-structured interviews with key stakeholders from sustainable luxury tourism enterprises in Finnish Lapland. These interviews delve into the strategies, perspectives, and underlying philosophies that guide the incorporation of sustainability into luxury experiences.

Our research shows how sustainability and luxury intersect in practical contexts. The results conclude the discourse on sustainable luxury experiences and theoretical insights with the anticipation of forthcoming perspectives. The future of luxury and luxury experiences is often seen as it is today, based on our underlying assumptions of luxury – what is valuable and desirable. However, as the environment and circumstances change, alternative perspectives are needed. It is essential to create a space for alternative understandings of the future of luxury tourism.

This study positions sustainability as a catalyst, challenging conventional notions of luxury and providing a nuanced understanding of luxury's transformative potential. By unraveling the delicate threads between experience-based luxury and responsible practices, the study encourages a comprehensive reimagining of the luxury landscape in the context of contemporary tourism and hospitality. The study is conducted as part of an Erasmus+ project SUHET “Creating and Implementing Education for Sustainable High-End Tourism throughout Europe”.

Sustainable tourism degrowth for liveability in European Cities

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Tourism to urban destinations has grown exponentially in the past few decades, leading to a number of serious environmental and socio-economic consequences, including increased emissions, excessive pressure on local infrastructure, crowdedness and unaffordable housing. In particular, the negative impacts of excessive tourism have led residents in overtouristed areas to slowly but strongly start to resist tourist- (rather than resident-) oriented developments all around Europe (Milano et al., 2021). However, policymakers are often convinced that the problem is not overtourism, but rather how tourism is managed (Fletcher et al, 2019). Of course, overtourism is a delicate issue that brings together stakeholders with various interests and an industry with lobbies backed by powerful players. Particularly during the COVID-19 pandemic, a more sustainable future for metropolitan tourism was envisaged, despite experts' forecast of tourism most likely returning to old habits (Cheer, 2020). The enhancement of 'proximity tourism' appeared as a possible positive outcome of the pandemic (Romagosa, 2020). Research conducted by one author of this paper (Pappalepore and Gravari-Barbas, 2023), for example, found that tourism marketing in Paris and London adopted a new "hyper-local" approach during the pandemic with the objective of encouraging proximity tourism. This 'local turn' (Higgins-Desbiolles and Bigby, 2021) was seen as a possible step towards urban sustainability, since a stronger focus on proximity tourism could enhance the resilience of the tourism industry, reduce the need to attract long-haul tourists; empower local residents to become active prosumers of the tourism product; and attract a type of visitor more likely to explore the city off-the-beaten-track (Pappalepore and Gravari-Barbas, 2023). While most European cities are now experiencing a return to pre-pandemic tourist numbers, and efforts to target the local and proximity markets has all but disappeared from their agendas, the climate emergency reminds us all that tourism degrowth (at a global level, but in European cities in particular) is inevitable. The question therefore becomes, how can we ensure tourism degrowth is socially sustainable (Kallis (2011)? Increasingly, activists and academics are demanding a shift from "growth for development" to "degrowth for liveability" (Milano et al. 2019), which will be the key focus of this paper. Degrowth as a concept is not new - Andriotis (2014) already argued that, ideally, "degrowth touted as an alternative to mainstream paradigms of development, aims to ensure a high quality of life for people in a society where work, production and consumption are reduced" (p. 37). Drawing on our own research and on current literature, we will discuss the concept of tourism degrowth in cities, and propose some key questions for research. We will review recent experiences of European cities that are already facing the challenge of trying to achieve a more sustainable tourism economy while looking for ways to reduce (tourism) production and consumption without diminishing prosperity and wellbeing (Milano et al. 2019). Ultimately, the aim of this presentation is to start a debate and, possibly, initiate a network of colleagues interested in researching these issues.

Creative Economy and Tourism: Mapping of Enterprises and Tourist Routes in Grão Mogol

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Marked by the discovery and exploitation of diamonds at the end of the XVIII century, the municipality of Grão Mogol stood out as one of the most important cities in the State of Minas Gerais, a status lost with the decline of mineral exploration. Considering the historical, cultural and landscape potential of Grão Mogol and the little recognition of the municipality for its tourist potential in the State of Minas Gerais, the present work aims to identify the creative economy enterprises that support the tourist potential of the municipality in order to provide tourist routes that connect the natural beauties, the built cultural heritage, gastronomy and handicrafts. Developing a region's tourism potential transcends an approach focused purely on economic benefits. It must value aspects and resources that contemplate the natural, artistic, cultural, gastronomic diversity of the place, promoting an affirmation of local identity. In order to achieve the proposed objective, a mapping of the entire extension of the municipality was carried out, collecting the geographic coordinates, in addition to conducting semi-structured interviews to diagnose the vulnerabilities and perception of potential attractions and local challenges. The sampling of the research subjects was carried out intentionally, covering activities focused on tourism and creative economy, such as handicrafts, gastronomy, hotels and tourist guides. Among the potential attractions of the municipality are the architectural landscapes in stone and its natural riches. Natural aspects include the Espinhaço Mountain Range, Grão Mogol State Park; the Véu das Noivas Waterfall and the Lookout and the Itacambirucu River. Cultural attractions include the House of Culture; walls with visual arts, the Hands of God Nativity Scene; the Historic Center, the Little Church of the Rosary and the Mother Church of Santo Antônio, components of the cultural and architectural capital of the municipality. Through the mapping, about 60 points related to tourism and creative economy were identified, involving: handicrafts in fabric, stone, crochet, embroidery and recycled; greengrocers, sweets, jams, wine, cachaça, liquor, cheese and cottage cheese; cultural spaces; natural beauties, trails and waterfalls; and activities to support tourism, such as hotels, restaurants, and snack bars. The semi-structured interviews, in turn, showed the recognition of the local tourism potential by the interviewees, however, there are a number of difficulties faced, related to the management of their activities, little institutional support and absence of specific public policies. In view of the lack of consolidation of tourism in the region, it was proposed the creation of tourist routes that interconnect the attractions, enabling the tourist to experience immersion, learning and connection with nature and the local community. Finally, it is expected that the proposed itineraries will boost tourism activities, economic development and the quality of life of the resident population.

Liability of Newness in Creative Economy: Importance of Family Protection in Initial Ventures

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Culture and creativity are considered sources of innovation that articulate new markets and allow expansion into new business opportunities. However, the emergence of these businesses goes through several market barriers, especially concerning the issue of copyright, decentralized markets (with a wide variety of producers), lack of public policies and precarious work. Such aspects make businesses in the cultural creative economy in tourism highly susceptible to failure. The liability of newness of creative businesses could be associated with the high failure rate of nascent ventures for internal reasons, such as the need to learn new skills, functions, routines, and externalities, such as the lack of links and legitimacy with stakeholders. In this work, we seek to answer the following research question: what internal and external aspects of the liability of newness of creative businesses impose the main barriers to developing new creative businesses? With this research, we seek to complement studies that analyze the mortality of new businesses in the ecotourism segment, especially regarding cultural and creative elements. The municipality of Grão-Mogol, State of Minas Gerais, Brazil was chosen as the research locus because it is a relevant case due to its growth guided by national public policies that aim to stimulate regional tourism. As a research method, semi-structured interviews were conducted with 14 municipality entrepreneurs, duly transcribed, coded and analyzed in their content using the Atlas-Ti 8 software. The main findings indicate that entrepreneurs started their businesses out of necessity (as an alternative to unemployment, or to supplement income). The conditions for starting the business were usually precarious, and the first sales and support came from family and close friends, who create a kind of 'protective environment' for the beginning of the enterprise's operations. Usually, entrepreneurs act through improvisation, as they lack technical preparation to manage the business, especially financially. The learning curve and the growth of the business evolve organically based on the ties established informally between entrepreneurs, friends, family, customers, and local institutions. It was found that one of the aspects that constitutes a competitive differential of these businesses is the entrepreneur's interpersonal relationship capacity and storytelling ability to build narratives that are attractive to the consumer. Finally, the entrepreneurs stated that the assistance of the government in training and stimulating ecotourism activity would be a key factor in local economic development in the region. This research contributes, on the one hand, by demonstrating the importance of organic social and family relationships in the initial survival of creative businesses; on the other hand, it describes and explores the severe conditions of the economic environment in which these enterprises arise (developing nations), suggesting points of improvement for the performance of the public power in the task of boosting creative businesses and developing the local economy.

Revamping Transportation Solutions for a Car-Dependent Rural Destination: An application to the Ebro Delta, Spain

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Tourism is a growing contributor to anthropogenic climate change, particularly tourism mobilities, which generates around 75% of Co2 emissions attributable to tourism (Gühnemann, Kurzweil & Mailer, 2021). The urgent global mandate to achieve carbon-neutral emissions by 2050, driven by the pressing climate crisis, necessitates a comprehensive approach that extends to decarbonizing tourism and associated transportation systems (Bursa, Mailer, & Axhausen, 2022; Verbeek & Mommaas, 2008). However, this ambitious goal presents a formidable challenge for rural and natural destinations, characterized by dispersed tourist infrastructures and limited transportation networks, resulting in heavy reliance on cars (Dickinson & Robbins, 2007; Juschten & Hössinger, 2020). Unfortunately, these areas often lack the necessary human and economic resources to implement effective solutions. Addressing the issue of car dependency in such settings requires policy formulations grounded in a thorough understanding of tourist travel behaviors, including arrival methods, internal movement, modal preferences, and the pivotal role of automobiles during visits (Connell & Page, 2008; Hall, Le-Klähn, & Ram, 2017; Le-Klähn, Roosen, Gerike, & Hall, 2015). While research on tourist mobility is expanding, rural areas demand scholarly attention to develop tailored solutions to contribute to reduce Co2 emissions that consider their unique challenges, such as low population density, vast geographical coverage, decentralization, data limitations, constrained analytical pathways, and often lukewarm political support (Hardy, 2022; Paulino, Prats, & Whalley, 2020).

This study proposes a methodology for devising alternative transportation policies in car-dependent rural areas, focusing on mitigating the negative impacts for climate change of self-drive tourism. This is illustrated through the case of the Ebro Delta, a rural destination in the Western Mediterranean offering sun-and-beach and nature-based activities. The research begins by identifying prevalent patterns and significant challenges associated with car-dependent tourist mobility in the Ebro Delta. Subsequently, a methodology is developed and applied to pinpoint deficiencies in public transport for tourist mobility. Finally, novel public transport solutions or enhancements to the existing system are proposed, aiming to reduce reliance on private vehicles for tourist mobility and ultimately contribute to the reduction of carbon emissions.

Various data collection methods were employed to address data scarcity in the area, including GPS tracking of tourists to identify travel patterns, analysis of tourist guidebooks to identify attractions, systematic inventorying of infrastructures such as parking facilities and accommodation options, and assessment of existing public transport links. Leveraging these data, key tourist zones are identified by clustering accommodation hubs, attractions, and parking areas using GIS techniques. These key zones are then overlaid with the existing public transport network to identify opportunities for introducing collective transport alternatives to private cars. Based on these insights, the study proposes two public transport alternatives: a tailored hop-on-hop-off circular bus line for tourists and enhancements to the existing regular

bus network, both integrated with the existing bicycle lane network to enhance connectivity between key tourist sites.

This research provides a tangible framework for offering public transport alternatives for tourism mobilities in rural destinations (Le-Klähn, Hall & Gerike, 2014) and offers valuable insights for designing tourist-centric public transport in similar settings.

Twenty years of tourism transport climate mitigation: lessons learned

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Though climate change caused by tourism transport is the largest externality of tourism, only 6% of papers dedicated to ‘sustainable tourism’ discuss climate change (Peeters et al., 2024). Scientists and professionals proposed too many ‘solutions’ that cannot be effective. The result is a failure to reduce the emissions of the tourism sector at a relevant and Paris-compatible pace (Tourism Panel on Climate Change, 2023). Based on the experiences of over two decades of sustainable transport and tourism research in mitigating climate change, this paper first provides an overview of common but generally ineffective ideas for policies, measures, and changes. The paper will show why these ideas cannot work.

Not working solutions appear to be offsets, ecolabels, the idea that tourist behaviour leads the way, market-based measures, institutionalised greenwashing like SBTi (Peeters et al., 2023), and the EU Taxonomy (Svålas, 2023), a focus on supply-chain, Scope 3 and non-CO2 emissions and the idea that investing in sustainable development is a cost, a sacrifice, while in reality they generate enormous returns on investments. Furthermore, a range of persistent misconceptions blocks effective mitigation. For instance, erroneous ideas like “Long flights have lower emissions than short flights”, “reducing air travel goes at the cost of poor people and nature”, “the only form of sustainable tourism is staying at home”, “rail travel is expensive and slow compared to air travel”, and “technology will solve the problems”. Too much emphasis on efficiency and technology hampers the systemic view and misguides stakeholders. The paper discusses why these ideas are wrong.

From a recent study (Peeters & Papp, 2023), the what, how and who is shown for a true-zero future of tourism. The ‘what’ involves reducing distances, shifting transport modes, and electrifying transport with renewable energy sources. For aviation, zero-emission is possible with a combination of curbing transport distance volume growth, e-fuels and, in the long-term, hydrogen/fuel cell/electric propulsion technology. The ‘how’ dictates better cooperation between the transport and the tourism/hospitality sectors. The interests of airlines, hospitality, tour operators and tourists are not aligned to a zero-emissions scenario. The problem is that the current economic organisation and the dominance of neo-liberal beliefs misguide stakeholders. The paper will show that governments must create conditions for the industry and consumers to behave towards zero emissions.

Small Leisure with Big Impact – Local Leisure and the Making of Communities

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Leisure is thought to contribute to society by, among other things, providing opportunities for people to socialise and thereby build social capital and community. There are many studies of how particular leisure practices (such as urban gardening, Glover, 2004) lead to social capital or community development. These studies are often single case studies, looking at a single activity and its outcomes. However, the activities are part of a larger context; they are part of a set of places and practices that intersect with each other. The intersection between different places and practices deserves more attention if we are to study how meaningful communities and networks emerge.

This paper contributes to a fuller understanding of the social role of leisure by considering leisure as part of a local ecosystem. The importance of places and spaces has been highlighted by Klinenberg (2018), who coined the term social infrastructure: the local public spaces, such as libraries and community centres, that provide spaces for sociality and meaningful encounters. In relation to creative communities, it has also been argued that events, places, spaces and projects enable creative communities to function by creating a middle ground that connects the underground and the upper ground, such as local creativity with institutions (Cohendet, 2010). A similar dynamic of events, places, spaces and projects may exist when it comes to leisure and local communities in general.

In this study, several local leisure activities in a provincial Dutch town were followed from two entry points: a local community centre that provided space for various leisure clubs, and a local voluntary organisation that organised activities with and for (former) refugees. Participant observation and interviews were used to gain insight into how participants connect with these activities, how activities are linked through participants moving between activities, and how local networks develop as a result. The study thus shows how in this way relatively small activities together can make major contributions to a local community.

The role of music in enhancing the tourism experience in Carlingford village

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Music is an important asset that contributes to the promotion of places, destinations and cultures, and is a fundamental element of local branding strategies. It is also an important cultural feature that helps communities and places to represent and express uniqueness (UNWTO, 2018; Friel, 2021). Carlingford, a small village on the east coast of Ireland, hosts small community-led music initiatives that enrich local life and tourist experiences too. These small scale festivals and events, with limited capacity, reflect niche tourism opportunities through which the local community of musical practice contribute to the creation of imaginaries associated with the destination.

My research examines the impact of and potential for music tourism in Carlingford, Co. Louth, as part of a broader, regional study, highlighting the contribution of music to placemaking. This village offers community-based experiences including concerts, sessions and workshops that

can be integrated into future tourism development plans. Located in the Cooley peninsula, a region associated with important Irish legends and mythology, Carlingford is situated beside the Northern-Irish border, along a corridor between the two main Irish cities of Dublin and Belfast. This area is culturally rich with a beautiful landscape and historical buildings, but it is often an overlooked tourism destination.

This paper presents two main objectives, which highlight inconsistencies between the potential presented by local music activities and the representation of this place in tourism promotions:

1. Identify and reflect on music experiences for tourists in Carlingford
2. Critique tourism promotion of the village and the surrounding area

I contrast data from first-hand ethnographic activities in the field with secondary data comprehensive of literature review, desk research and an analysis of marketing and social media. I recognise the importance of digital space for tourism promotion and my hybrid ethnography facilitates two perspectives that allow me to view, as a tourist might, a destination from a distance, and experience the place through participating in activities with the local community. In particular, “fieldplay” activities (Rice, 2008) evidence performative opportunities for visitors and tourists.

This study will develop a critical understanding of the potential of Irish music for tourism development in Carlingford and its surroundings, informing a strategy for local tourism promotion where music is a main attraction. I will identify branding possibilities that may promote the inclusion of this area for the national and international tourism market. Moreover, the “creation” of Carlingford and Co. Louth as destinations through the recognition of their music as a tourism source may contribute to increase local musicians’ sense of community, activated by a deeper understanding of living within a region with a rich intangible heritage.

Voluntourism Stakeholders’ Analysis

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Voluntourism holds a notable spot among the sustainable forms of tourism on a global scale. It is an alternative form of tourism that has been practiced for several years but in the recent decade attracts significant interest - attention (Hernandez-Maskivker et al., 2018). Voluntourism is supported by a range of stakeholders that includes governments, businesses as well as non-government organizations (NGOs) (Guttentag, 2009; McLennan, 2014). International volunteering and voluntourism face a global popularity where their impact is reflecting on the participant's professional identities, personal growth as well as in spreading values such as global equity, global economy and global communities that emerge during the volunteers overseas experience (Baillie Smith and Laurie, 2011). Voluntourism can be considered a promising “actor” in sustainable tourism as an upcoming trend, constantly receiving popularity and an estimated \$3 billion per year market (Gharib, 2021).

In this paper, we pursue to systematically identify the stakeholders in voluntourism by defining the type, role and responsibilities of each one. Drawing upon the existing literature, we proceed on mapping the stakeholders that are involved in this alternative form of tourism while these data are organized into a matrix. This approach defines the roles of the stakeholders while it

helps to understand the connections between stakeholders and their significance. The research focus on the impact each stakeholder has on voluntourism as well as their interdependence. The methodology used is stakeholder mapping. To illustrate our argument, we examine the existing literature on voluntourism and list the stakeholders, dividing them according to their role and responsibilities. The outcome of the stakeholder mapping is presented in a matrix. Furthermore, a deeper analysis follows aiming in better understanding the role of voluntourism in local communities, by examining the codependency and the driving force of the stakeholders. The scientific contribution of this paper is the collection and categorization of all stakeholders as this sheds light on understanding voluntourism. Moreover, this research helps the identification of the variables that shape the image of voluntourism since this form of tourism is neither new nor just a trend, on the contrary it has an important status as an alternative form of tourism. This stakeholder mapping could be the foundation to link information from previous documentation available, to provide the academic community with a record of the key stakeholders of voluntourism. Mapping, linking and documenting the interdependent relationships between key stakeholders is analyzed and presented into the matrix which is of paramount importance for further research. Finally, through the analysis of the relations between the stakeholders, a visual representation is provided as a reference point for future researchers. This research and stakeholder mapping could potentially be instrumentalized to assist in addressing questions raised in previous research on voluntourism and identify possible answers such as whether voluntourism can be used as a development tool or as a crisis response tool.

Between the Past and the Uncertain Future: Post-Covid-19 Challenges, Remote Working, Climate Changes and the Development of Sustainable Skills in Tourism in Hospitality in Ireland

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The last four years have been redefining the tourism and hospitality industries. The fast-paced changes in life and work brought by the COVID-19 pandemic, such as increased mobility and changes in work models, the climate-change events in 2023, and industry-related changes, such as the increased use of digital technologies bring an urgent need to redefine actions to produce more profound changes in the industry. This paper takes a two-pronged approach to examining training and education needs against the backdrop of this ever-changing environment by taking both a policy and industry perspective.

We first focus on examining important European policies, such as the Sustainable Development Goals (United Nations, 2015), the European Skills Agenda (2020) and the Transition Pathways for Tourism (European Commission, 2022), to understand how the training and education sector is adapting to those changes. There is a need to promote actions that recognise and balance social, economic, and environmental sustainability (United Nations Development Programme, 2023). Thus, the Pact for Skills (European Commission, 2023) aims to encourage cooperation to support the upskilling and reskilling of workers for the green and digital, looking to produce shifts in attitudes to face future changes in the environment, economy and society.

This paper also presents the analysis of 14 interviews conducted in Ireland with managers in the hospitality and tourism industry in five subsectors: food and beverage, tour operator, visitors' attractions, destination management and accommodation. It brings their reflections on how the industry is coping with challenges, aligned with current national and international political, economic and societal changes, many of which are occurring at a rapid pace. It highlights participants' views on the types of training and education necessary to build a sustainable workforce in challenging times. All interviews were conducted between June and November of 2023 and are part of a European-funded project, Pantour, an Erasmus + funded project, with the collaboration of 13 partners from 10 European countries, that aims to design tools and cooperation solutions and strengthen partnerships in the sector addressing digital, green and social skills.

With the policies and industry feedback in mind, the paper discusses the (uncertain) future of work, focusing on how we can prepare and adapt for future challenges in the tourism and hospitality industry.

Closing the environmental management skills gaps with green training: The Finnish perspective

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Tourism enterprises acknowledge the necessity to reduce the negative environmental impact caused by their operations. Tourism jobs are greening, and sustainability is increasingly integrated into the strategies and practices of enterprises. This places significant pressure on employees as key influencers contributing to the enterprise's environmental performance when performing their day-to-day work behaviors. Due to these issues, tourism researchers have studied Green Human Resource Management (GHRM) at an ever-faster pace. Green training is primarily seen as a tool to provide employees with the attitudes, knowledge, and skills to accomplish the enterprise's objectives and improve its environmental performance. Even though green training is about training relevant skills, little attention has been paid to increasing understanding of the training contents, i.e., what skills should be achieved in environmental management. For this reason, identifying skills needs is the first step of the green training process to close the skills gaps.

This qualitative study aims to increase understanding of the needed environmental management skills to develop and provide tourism enterprises with relevant and practical green training. The data was collected through semi-structured, individual interviews (n=11) in the Finnish micro and small-size tourism enterprises. Sustainable tourism is one of the main priorities in Finland, and the national tourism board, Visit Finland, advances the issue with their Sustainable Travel Finland (STF) Programme. Thus, all selected enterprises have been issued an environmental certificate, and they have invested in working for a healthier planet. Thematic analysis was used to analyse the data to identify the key themes related to environmental management skills for training.

The results show that multiple scopes of environmental management are stressed in micro and small tourism enterprises, and specific skills are required to implement them effectively. Strategic environmental management skills focus on managing the impacts of the enterprise on the environment by planning, operating, monitoring, and improving its actions. Tactical environmental management skills involve communicating and collaborating with stakeholders, e.g., employees, customers, local partners, and networks, to guarantee their support in

implementing environmental management practices and co-create appropriate solutions to advance green transition jointly. Operative environmental management skills emphasise adopting a sustainable mindset in the enterprise and acting resource-efficiently in all its operations.

It can be concluded that tourism enterprises in Finland have started to understand that sustainability is much more than just saving water and energy, recycling, and waste management. It is an essential requirement when operating a tourism enterprise. Their next step is to focus on communicating their efforts towards a green economy and encouraging their customers towards green practices. In addition, measurement and management of their CO₂ emissions is very topical and was identified as one of the most significant skill gaps. In sum, tourism enterprises can use the results as a guideline in ensuring that the enterprises and their employees have the relevant environmental management skills to adopt and engage in environmentally responsible behaviors at work.

Navigating towards a sustainable future for intangible cultural heritage tourism: a guidebook

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Enhancing the symbiotic relationship between intangible cultural heritage (ICH), heritage and tourism organisations, and the custodians of the ICH is vital for providing enriching and sustainable cultural heritage tourism (CHT) experiences. This study highlights ICH's role as a catalyst for sustainable tourism, focusing on developing a guidebook to promote ICH tourism synergy. The integration of ICH in CHT is essential for an improved CHT experience in terms of tourism's social, economic and ecological impacts. It can generate benefits such as enhanced contextualisation of the heritage on offer, augmented visitor attachment and appreciation, community pride and ICH safeguarding, and economic benefits like repeat visits. However, this integration can be complex due to knowledge and cooperation gaps among stakeholders, a challenge also noted in the Flemish region of Belgium.

The developed comprehensive guidebook can assist the applicable stakeholders towards integrating ICH into CHT experiences in a thoughtful, creative, and sustainable manner. The guidebook's development involved extensive research: expert interviews, case studies, stakeholder interviews, visitor surveys, and inputs from a 32-member advisory committee. It addresses the prerequisites for sustainable ICH tourism: mutual knowledge and cooperation between tourism and heritage sectors, stakeholders' goal alignment, and support for heritage communities.

The guidebook comprises two parts: 1) reflection, assessment, forming partnerships, and knowledge exchange, and 2) a creative phase with monitoring and testing. It begins with understanding the tourism context, existing ICH, and stakeholder identification, exploring the potential benefits and impacts of ICH tourism. Following a baseline establishment, the process involves creatively integrating ICH into tourism. The Design Thinking approach, featuring discovery, definition, development, delivery, and testing stages, guides sustainable development and addresses ICH safeguarding and presentation challenges.

In conclusion, the guidebook is crucial for stakeholders in Flemish communities and has broader regional and international applicability. It addresses the incorporation of ICH in CHT, emphasizing the importance of communication and cooperation among partners and utilising design thinking. This approach contributes towards enriching, engaging, and beneficial cultural heritage experiences for (heritage) communities, and the tourism and heritage sectors. During the presentation, the researchers will highlight the importance of the integration of ICH into CHT tourism experiences, as well as the method used to create such a guidebook. The guidebook and its development method can be replicated or adjusted and applied in other countries or regions to assist with ICH integration. In the future, the impact of the guidebook will be assessed.

Designation of origin and collective trademark. Tourism and heritage in Cotija, Mexico

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Heritage-related tourism in Mexico has developed widely over the past five decades, and the government has designed public policies that encourage the creation of heritage tourism products, such as the Pueblos Mágicos Program.

This program seeks to improve the local economies of populations of less than 20,000 inhabitants, through the creation or dissemination of their heritage traditions. In several cases, through the Designation of Origin system, the production of several products has been given relevance, whose elaboration is part of their cultural heritage.

The Designation of Origin refers to the name of a geographical region of the country that serves to designate a product originating in it, and whose quality or characteristics are due exclusively to the geographical environment. The Mexican Institute of Industrial Property (IMPI) is the highest administrative authority in matters of industrial property in Mexico, competent to issue declarations of protection of designations of origin and authorize their use, as well as processing and, where appropriate, granting trademark registrations; among other powers.

In the case of Cotija, Mexico, the famous cheese called this town, continues to be produced with the same system developed in the sixteenth century with the arrival of Spanish farmers in the region. This cheese is considered one of the best in Mexico, in addition to being recognized internationally (for example it was the winner of the first place in the world championship of quality cheeses held in Italy in 2006) so thanks to its gastronomic and heritage characteristics, producers managed and obtained in 2005 the Collective Brand "Cotija Cheese Region of Origin", appointment that benefits the distinction and official protection to avoid imitation (Cotija Type) and discredit it.

This has generated a tourist attraction, as tourists come to this town, not only to taste the cheese, but to enjoy the experience of observing its production process. In addition to this cheese, there are other products with Designation of Origin in Mexico, and they are Amber of Chiapas, Rice of the state of Morelos, Bacanora, Coffee Chiapas, Coffee Veracruz, Charanda, Chile Habanero of the Yucatán Peninsula, Mango Ataulfo of the Soconusco of Chiapas, Mezcal, Olinálá, Sotol, Talavera, Tequila and Papantla Vanilla. This distinctive has several benefits as they provide greater opportunities to the productive sector in Mexico (industry, artisans, field, merchants, producers), while protecting the consumer.

This communication presents the analysis of the correlation between an industrial and patrimonial product with the creation and dissemination of it through its consumption by cultural tourism, with the aim of improving public policies such as the Magical Peoples Program that manage the creation and consumption of heritage tourism for the benefit of the populations that make up this system, in the cultural, social and economic fields.

Understanding experience impact in a performing arts context

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Impact measurement is high on the research agenda (Vermeulen & Maas, 2021). Academics show a growing attention for investigating experience effects in terms of memorability, meaningfulness and transformation (Duerden et al., 2018; Neuhofer et al., 2021). Cultural industry professionals also show a strong interest in measuring impact (Verboven & Schramme, 2023). This allows them to evaluate their goals, demonstrate their legitimacy, make the right choices in terms of future experience design and create a sustainable organization (Lundberg et al., 2022; Vermeulen & Maas, 2021). Researchers emphasize the importance of improving the understanding of experience impact and the factors that contribute to increased experience impact (Duerden et al., 2018; Lundberg et al., 2022; Neuhofer et al., 2020). In this study, we make a distinction between visitor experiences of a specific performing arts event and impact as an effect of these experiences. We apply a practice approach (Bargeman & Richards, 2020; Spaargaren, Weenink, & Lamers, 2016) as a framework of reference to analyse and evaluate experiences and their impact. In line with Duerden (2018), we distinguish three impact levels (memorable, meaningful and transformational), which can be related to the lived experience in the theater and the period and activities after the theater visit. Both could be conceived as practices in the visitors' daily life influenced by actor- and context-related factors. Actor-related factors include for example background characteristics, motives, and experiences. Context-related factors can be characterized as material, time-space and structural conditions (i.e. size of the theater hall, facilities of the theater, service and prizes, atmosphere, attainability of the theater) (see Giddens, 1984; Spaargaren, 1997).

The research objectives are (1) to understand the nature of experience impact in a performing arts setting, and (2) to understand the relationship between visitor experiences and the experience impact. In both cases we also study the influencing role of actor- and context-related factors. We apply the Critical Incident Method (CIT), a qualitative research method to collect visitors' stories (Gremler, 2004). In line with the CIT approach, a distinction is made between occurrences (events, incidents and processes) and perceived effects (experience impact) (Gremler, 2004). The context for this study is Chassé Theater in Breda, The Netherlands. This theatre is a large, professional organization offering a wide variety of genres, such as drama, music, dance, cabaret, musical, and show. Visitors received a short questionnaire with two open questions and a few closed demographic questions. They were invited to write down their own story about an impressive or memorable theatre performance: (1) what happened at the time of the performance (the lived experience, e.g. their emotions, perceptions) and (2) what the performance brought to them (the impact, e.g. possible learnings, meaning, change). In total

6400 visitors received a questionnaire via email, 435 persons opened the survey (6.8% of the total), and 85 respondents shared their stories (1,3 of the total). In our presentation we will focus on the first findings related to the combination of the experience impact framework and practice approach.

Volunteer tourism's imaginary on Instagram: an exploratory approach

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Visual research in tourism is increasingly utilised by scholars (Balomenou and Garrod, 2019; Rakić and Chambers, 2012), who use photographs as information sources (Li et al., 2023; Siyamiyan Gorji et al., 2023). In addition, the rise of user-generated content on social media has enabled diverse data collection and expanded knowledge production (Fileri et al., 2021; Kredens and Vogt, 2023). Despite Instagram's widespread use -two billion monthly active users- (Statista, 2023), its potential as a visual data source in tourism research is underexplored (Volo and Irimiás, 2021). This gap is evident in the study of volunteer tourism, where limited research addresses the intersection of social media networks and voluntourism (Mostafanezhad, 2013; Schwarz and Richey, 2019). Although volunteer tourism is a largely studied phenomenon, nowadays pictures play an important role in the configuration of the imaginary of voluntourism experiences and voluntourists motivations. That is why this communication aims to explore how social media networks, specifically Instagram, contribute to the configuration of the imaginary of the volunteer tourism phenomenon. More specifically, it intends to determine how and by whom volunteer tourism is represented on Instagram through the use of the hashtag #voluntourism. To achieve these objectives, 10,984 Instagram posts from 2,223 different profiles have been downloaded using the hashtag #voluntourism. From these, 216 profiles have been selected as having more than 10,000 followers, what is considered an Instagram meso-influencer (10,000 - 1 million followers) (Boerman, 2020). These profiles, categorised into NGOs, sending organizations and individuals, add up to a sample of 1,282 publications, including 3,019 photographs and 160 videos. Through an inductive categorisation based on previous research (Salvador-Almela, 2023) a content analysis of the images has been carried out. Moreover, a deductive analysis has been developed to analyse Instagram posts based on Marine-Roig's (2019, 2021) model adapted from Pocock and Hudson (1978) on destination images and Morris (1946) on semiotic trichotomies.

Content analysis of volunteer tourism representations on Instagram reveals diverse images, notably featuring groups of volunteers and host communities. Stakeholders, particularly NGOs and sending organizations, play a prominent role in shaping this imagery, with NGOs being more concentrated in their posting. Individuals, though less frequent posters, are spread across more profiles. This emphasizes the influence of NGOs and sending organisations in constructing the voluntourism image on Instagram, prompting critical scholars to explore colonialism and power dynamics. Focusing on key stakeholders helps acknowledge the multifaceted dimensions of volunteer tourism in visual media.

Finally, it is discussed that pictures can have the influence of transforming an imaginary (Arthur, 2023; Volo and Irimiás, 2021), in this case, not of a destination, but of a complex phenomenon such as volunteer tourism, as well as impacting the behaviour of the voluntourists either before, during and after their volunteer experience. Moreover, it is essential to discuss these implications from an ethical approach to pay attention to how NGOs and sending organisations, whose core activity is usually framed within the context of volunteer tourism, might be promoting some types of pictures that have been largely criticised within this phenomenon.

Effectiveness of governance measures towards sustainability: The case of the Batanes Protected Landscapes and Seascapes

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How do local residents evaluate governance outcomes of protected areas (PA), particularly those PAs becoming popular with tourists and whose status was obtained through national programs, rather than a bottom-up approach? This is an important issue for scholars (e.g., Islam et al, 2017; Maestro et al, 2020) and is the question addressed by this paper.

The setting is the Batanes Protected Landscapes and Seascapes, one of the newest members of the UNWTO-International Network of Sustainable Tourism Observatories (INSTO), and the only one from the Philippines. This is a bright light among destinations in the country perpetually challenged by governance issues.

The paper shares some findings from a much larger study on residents' opinions and attitudes on tourism development and sustainability issues in Batanes. Conducted in 2022, the survey covered 1,056 residents living on the islands of Batan, Sabtang and Itbayat. Following methods by the IUCN (Pomeroy et al., 2005), management effectiveness was evaluated using 16 statements, with the importance of each indicator alongside evaluations of performance rated through a 5-point Likert scale.

Findings show great importance attached to governance outcomes. Response was high across all items, led by awareness by residents of PA rules and regulations, followed by decision making. Those at the bottom are about stakeholder participation. These imply the importance to residents of seeing "outputs" that indicate achievements. Interestingly, residents of one island municipality were found to evaluate some governance aspects differently from the rest.

Findings nonetheless show a lack of belief in the effectiveness of current management practices and policies. Whereas the mean score for the importance aspects were all higher than 4.0 (with 5.0 being the highest), performance mean scores were less than 4.0 across all statements. The lowest evaluations were for inputs and other processes to management effectiveness particularly the efficiency of protected area financial and manpower resources, and level of training on sustainable use. This observation is supported by the result of the paired t-test to assess the statistical significance of the difference in the scores. It was significant at $p < 0.001$ for all statements.

By and large, the study has identified how residents assess the management effectiveness of the protected areas, particularly governance measures towards sustainability. The result shows gaps most especially in resource allocation, inputs and other management processes including

stakeholder participation. That there is a geographic aspect to the evaluation suggests that authorities should think more consciously about having an inclusive approach in addressing PA goals, particularly as PAs move towards recovering from the pandemic, where tourism will once again exert pressure on the systems. Besides putting priorities on more efficient allocation of resources and the promulgation of science- or evidence-based policies, a protected area management board that is more engaged with the local community is suggested. This might include visiting local councils periodically for consultations and joint programs in order to reach more individuals. In this way, residents become more involved in resolving governance issues, which may close the gaps in evaluations of importance and performance of the protected area.

Strategies to facilitate work-person-life balance amongst women chefs in the hospitality industry

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The hospitality industry is known for employing more women than men, yet men predominantly occupy most managerial roles. While ample literature advocates for gender balance in leadership, there is a noticeable gap in addressing other aspects like women's unpaid work (household chores). Existing literature touches on work-life balance but provides limited guidance on how women can enhance this equilibrium while juggling their professional and family duties. In addition to managing these dual roles, women must also allocate time for self-care. This becomes incredibly challenging given the industry's demanding nature, characterised by shifts, long workdays, and physical exertion.

Acknowledging the pivotal role of human resources in hospitality, management must prioritise employee well-being. This Constructivist Grounded Theory (CGT) study delves into the work-life balance of women chefs in the hospitality sector through three sets of collected data. The women chefs with a minimum of two years of kitchen experience, were invited to participate by approaching various hotel groups and the South African Chefs Association. Thirteen electronic diaries were kept for two months, and six in-depth individual interviews were conducted by the first author, with women chefs. The third data set came from various hospitality experts using the Delphi technique. The qualitative data was analysed using Atlas. ti and SPSS for quantitative data. Key themes were identified from the findings and the co-creation nature of CGT, categorising three critical aspects in a woman chef's life: the internal conflict with personal, work and life roles, career crafting and workplace transformation and thirdly, the necessity of support structures. The women chefs want to contribute by being valuable team members in the kitchen, fulfilling roles as mothers, partners, and community members, as well as addressing personal responsibilities, encompassing both mental and physical well-being. From these themes, four strategies were identified; 1) To empower personal growth, 2) to improve diversity, equity and inclusion within the organisations, 3) to transform organisations, work cultures and environments, and lastly, 4) to empower women chefs into leadership roles.

Collectively the strategies reinforce the need for women in the industry to engage in intentional self-care activities and deliberately surround themselves with supportive contributors in various aspects of life. Implementing strategies to attain a harmonious Work-Person-Life balance is crucial for the well-being and success of women in the hospitality profession.

Unveiling The E-reputation of Marrakech's Touristic Destinations: Insights from Tourist Reviews

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In the realm of tourism, a destination's image is a pivotal aspect shaped by tourists' perceptions and the strategic efforts of destination management organizations. Defining the concept of a tourist destination involves synthesizing geographic and marketing perspectives, where a destination represents not just a place but also a marketable territory. In today's competitive landscape, tourist destinations grapple with heightened competition and increasingly discerning customers who seek not just travel but immersive experiences.

This evolving tourist experience plays a pivotal role in shaping the destination's image in the eyes of travelers. Geography research underscores the dialectical relationship between representations and physical space, primarily mediated through social practices. With the proliferation of the internet, social networks, and platforms for sharing experiences, a wealth of data is provided by tourists in the form of reviews and comments following their visits to tourist destinations.

This study centers on this rich and diverse content to comprehensively understand and evaluate a tourist destination's performance through its E-reputation. In an intensely competitive environment, a destination's E-reputation is increasingly influenced by the digital discourse generated by tourists, critical evaluators who share their experiences through electronic channels.

The research's primary objective is to analyze and reinterpret an extensive textual corpus available on the web. Therefore, the study adopted an exploratory and mixed-method approach with an interpretivist epistemological stance. It delves into sentiment analysis, examining reviews and comments found on discussion forums, tourism experience-sharing platforms, and social networks. Advanced software tools are used for data collection, storage, and processing. The findings of this study, derived from sentiment analysis of online discourse, offer valuable insights into the perceptions and experiences of tourists visiting Marrakech. Positive sentiments were characterized by effusive adjectives such as "Best," "Good," and "Beautiful," reflecting tourists' appreciation for Moroccan cuisine, the warm hospitality of the local population, and the region's favorable climate. Conversely, negative sentiments highlighted issues concerning scams, pricing transparency, and the lack of public amenities, all of which bear implications for the destination's overall appeal.

This research bridges the gap between online discourse and destination management, providing valuable insights into the evolving landscape of tourist destination E-reputation in the digital era.

Immigrant Perspectives: Embracing the Swedish Outdoors

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Immigrant-receiving societies, like Sweden, underscore the importance of immigrant integration into mainstream life. While integration through leisure activities and outdoor recreation has been a focal point in Europe (Gentin, 2011), academic research on this aspect is lacking in Sweden. This is significant given Sweden's strong social and economic ties to outdoor activities. Sweden, renowned for its vast forests and natural environment, places importance on outdoor recreational activities, winter sports, and international events. Major sports events not only impact regional economies but also contribute to positive social outcomes, including a sense of pride and improved quality of life (Wallstam et al., 2020). The popularity of outdoor activities among Swedes, with one in three Swedes ages 6-80 engage in sports (Idrottsstatistik, 2022) and one-third in outdoor recreation (Public Health Agency for Sweden, 2018), make them integral to daily life.

Sports and outdoor activities serve as potential avenues for immigrants to connect with natives, acting as social bridges for integration (Ekholm, 2019; Elbe et al., 2018). Previous research highlights the potential for integration through events and leisure activities, with factors such as race (Qian & Cobas, 2004), and cultural differences (Kalmijn & Tubergen, 2006) influencing cross-group interactions.

This study focuses on the social integration of immigrants in Jämtland County, Sweden, exploring socially sustainable tourism perspectives, social capital (Putnam, 1993), and integration frameworks (Ndofor-Tah et al., 2019). Insights from 34 immigrants reveal events as potent settings for building interactions and networks. However, the study emphasizes that time and active involvement in events are fundamental for integration, placing a substantial responsibility on immigrants.

Moreover, the study reveals that immigrants perceive events differently from other leisure activities, particularly sports, underscoring a significant and multifaceted information gap. Recognizing the distinctive role and importance of events in their social lives during the post-immigration period is crucial, calling for increased awareness among both immigrants and relevant stakeholders.

An open discussion on the interplay between leisure and love

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In today's fast-paced and individualistic society, experiences of love are increasingly rare. Frequent, meaningful, and intentionally designed leisure experiences can help nurture and maintain experiences of the powerful emotion of love across various relationships: love in romantic and family relationships, friendships, love of strangers and host communities, or even

love of nature, destinations, and places. In this session, following a series of presentations on the topic, we will hold a discussion on where we stand, theoretically, and what would be useful and valuable avenues to discover, scientifically, related to the interplay between love and leisure.

Related to interpersonal love, there are social-psychological mechanisms and theories that could explain some of the love outcomes of shared leisure, such as humor, playfulness, healthy communication, positive attributions, active listening, shared emotions, self-expansion, biological and behavioral synchrony, and many other possible explanations for which we lack empirical support.

Boutique Hotels as Opportunities for Placemaking: Guidelines for best rendering authenticity

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Many boutique hotels have been developed around the world as viable economic practices, especially in the last 15 years. The buildings are often over 150 years old, renovated and reinvented. What distinguishes these establishments from regular, modern venues are the offerings of culture and throughout the atmosphere, architecture, products, events, and services. Authenticity is achieved when visitors associate value with these experiences and as such these boutique hotels go beyond their immediate utility and play a significant role in placemaking where visitors interact with other people, places, and things.

Previous research has emphasized the importance of authenticity in tourism offerings and its different types. What is not clear are the exact determinants for shaping such authentic experiences in boutique hotels. For this goal, we conducted in-depth interviews with owners and operators of 33 boutique hotels in Shiraz, a major tourism destination and cultural capital of Iran. We identified a sequence of steps which guide owners and operators of boutique hotels as how to best render authenticity as a means for placemaking. Five themes emerged from the interviews.

The findings show that, the success of these businesses would be determined by micro determinants including, studying the host community and culture in advance, determining the target market, innovation in services offered and, budgeting. Besides, there would be macro determinants needed to be planned for, such as, inapplicability of some regulations such as pricing policies, lack of synergy between policy makers, the availability crisis of insurance, and gender-biased policies. Moreover, participants in this study emphasized the importance of emotionally engaging visitors and evoking feelings of otherness, coziness, calmness, hospitality and attachment as emotive determinants. Once these steps are taken, providing supply determinants including a clean, private, and safe place would shape and enhance the image and imageability of the place. Throughout these steps, professional consulting in experience design, customization, branding, and marketing as fundamental determinants is a must for every business in this area. We argue, following these steps that will be further explained during the presentation, boutique hotels will be able to shape authentic experiences that play a significant role in placemaking and transforming the “space” into a “place”.

Enhancing Cultural Awareness in Higher Education

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With the increase in mobility overall, namely through tourism, many destinations are experiencing increased visitor pressure, leading to overcrowding and resident complaints. The CultSense (Sensitizing Young Travellers for Local Cultures) project addressed these issues by designing tools and resources for higher education (HE) courses in Tourism, Leisure, and Culture (TLC), aiming to contribute to sensitise youngsters to the importance of responsible and respectful behaviour towards local communities as travellers.

By working directly with and for students/young travellers, the project aimed to develop educational tools (e.g. Marques, Aulet & Oliveira, 2023), supporting HE teaching staff at enhancing more locally-sensitive travel practices. One of the approaches developed consisted of promoting exchange between students of different countries, through online sessions, in order to promote and assess cultural awareness about a given culture. This paper aims at presenting the implementation and outcomes of a pilot experiment, involving two of the partners of the CultSense project, i.e. Polytechnic University of Viana do Castelo (Portugal) and NOVIA University of Applied Sciences (Finland), with HE TLC students, conducted in 2021, involving X + 24 students.

A survey-based instrument was developed to assess a priori students' perception about a given culture and identify a posteriori change in their mindsets. The sessions aimed at promoting a healthy discussion and awareness.

The results revealed a positive shift in students' cultural awareness, demonstrating the effectiveness of the class exchange approach.

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Designing Memorable Generation-Z Museum Experiences: Crafting Visitor Journeys with Design Thinking

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The Mercator Museum (Belgium) chronicles the history of cartography and celebrates the life and work of the renowned cartographer Gerard Mercator (1512-1594). To commemorate this, the Museum will be undergoing renovations until 2025, during which research is needed to delve into the intricacies of designing memorable experiences for the Museum's future visitors regarding this specific intellectual heritage. The involvement of both researchers and the academic institution's Immersive Tourist Experiences Lab (a second-year course within the International Tourism and Leisure program at Thomas More University of Applied Sciences) offered a creative yet well-grounded dynamic intersection between academia and practical applications.

Intellectual heritage is a collective body of knowledge, ideas, philosophies, beliefs and cultural values that are passed down through generations within society (Baas, 2023; Shanu, 2023). Its intersection with the Tourist Experiences Lab was first explored through desk research, best practices, and technology mapping to define the necessary anchor points towards shaping profound and meaningful visitor experiences. In the second phase, students employed two primary methodologies to guide their creative process: i) Pine and Gilmore's Realms of Experience (Pine II & Gilmore, 1998) and ii) Design Thinking (Greenwood et al., 2019), emphasising a human-centred approach. This contribution focuses on how the students employed Design Thinking and how combining theoretical underpinnings, frameworks, and creative methodologies allows for a holistic approach towards designing memorable experiences.

Adopting Design Thinking, with its iterative and empathic focus, facilitated a structured approach to crafting a total guest experience (Prebensen et al., 2016). During four sessions, while guided by the main challenge to design a thoughtful, meaningful, and tailored concept that meets the needs and wants of the target audience and leaves a long-lasting impression on the future visitors of the Museum, the project involved 1) empathising with the Museum and its post-renovation prospects, and persona creation, and 2) empathy maps, and customer journeys, 3) after which ideas were brainstormed using the Crazy 8 combined with the COCD-Box tool (developed by the Center for Development of Creative Thinking or COCD). The selected ideas were brought to life by preparing service blueprints in a fourth and final step.

The students showcased remarkable engagement with the provided Design Thinking tools, utilising them to define and refine concepts without losing sight of the primary challenge and persona characteristics. Conceptualisations ranged from a magical compass to time-travel rooms, drawing stations with digital projections, interactive digital storytelling, and a Mercartography treasure hunt game. Thematic rooms made the 'unknown world' tangible,

providing multi-sensory experiences of seas, smells, and flavours from around the globe. Incorporating immersive technologies such as XR catered specifically to the preferences of tech-savvy Gen-Z visitors.

In conclusion, the project navigates the intricate realm of intellectual heritage tourism by offering a theoretical and creative framework, simultaneously harnessing the creative force of the tourism and museum professionals/visitors of the future, making it beneficial for students, researchers, and sector stakeholders. The students' diverse and innovative conceptualisations exemplify the harmonious blend of approaches, culminating in a holistic approach to crafting profound and memorable visitor experiences.

Whose stories do we tell? Exploring the narrative construction of Bridgetown, Barbados

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Stories play a vital role in how we make sense of our society. Through stories we create realities, construct our identities, and communicate our experiences. In all societies, there are a great number of possible stories to tell, but certain narratives are dominant, and others are silent, or silenced.

This paper will draw connections between heritage, storytelling, and tourism by examining the processes of narrative construction of Bridgetown. Bridgetown is the capital of Barbados and has been a UNESCO World Heritage site since 2011. The paper explores the different meanings local stakeholders attach to this heritage, which refers to a colonial and painful past. The starting point of this paper was a workshop organised with approximately 15 local stakeholders, in order to discuss Bridgetown as a UNESCO world heritage, to identify the current challenges and to develop a way forward. The workshop took a participatory approach, using Open Space technology, in which the participants set the agenda and discussed what they considered the most pressing issues regarding conservation, liveability, storytelling and tourism.

The workshop was followed up by interviews with the separate participants, in order to allow everyone to voice their perspectives. Some other stakeholders, who were identified through snowball sampling were also included. These semi structured interviews took a narrative approach and included questions about the meaning of Bridgetown and the meaning of Bridgetown as World Heritage Site, in relation to the Bajan identity and to tourism.

The initial findings indicate that there are several interlinked challenges that complicate the conservation and management of Bridgetown as a heritage site. There are different perspectives on what the purpose of the heritage site is and how it should be managed. Underlying these perspectives are the diverse narratives of Bridgetown, related to its colonial past, but also stories that are important to the local community. The results show which stories the informants identify with, and which stories they want to distance themselves from. These stories have a direct effect on Bridgetown since they play out the decisions made regarding conservation and interpretation of the heritage. The results also show that the World Heritage

Site cannot be understood without including the intangible elements of cultural heritage. Moreover, the relation to cultural tourism was explored by investigating how the local community perceives tourists that visit the site, which stories are told to tourists, and how tourism fits into the narrative of Bridgetown.

This study is still in its initial stage, with the aim to develop a solid understanding of the narrative construction of Bridgetown and the different voices present, in order to give recommendations for developing an inclusive and dynamic approach to re-imagining and preserving the city as a World Heritage Site.

Où est le swimming pool? Bridging the gap between urban youth and outdoor recreation in Flanders

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This paper delves into the intricate relationship between urban youth and the ‘openness’ of open-air recreation spaces in peri-urban areas. Amidst rising concerns in both academic and societal debates about the provision of outdoor leisure facilities for urban youth, this research sheds light on the essential role that open-air recreational spaces and swimming facilities in the green areas surrounding cities play as potential sanctuaries for young city dwellers (Lekies et al., 2015; Winter et al. 2019).

Although academic studies on the topic are still lacking (but see for instance Heirwegh & Van de Graaf, 2019; Michalowski & Behrendt, 2020), it is clear that, at least in Western Europe, conflicts with urban youth in open-air recreational places have intensified in recent years, particularly on sweltering summer days (e.g. McGuinness, 2023). In the context of Flanders, the geographical focal point of this paper, outdoor swimming pools in green areas are popular amongst young people from Brussels seeking the shelter of green recreation areas for swimming during hot days. This occasionally results in conflicts and tensions, with the Brussels youth being variously depicted in public discourse as ‘troublemakers’, ‘hotheads’, ‘fence climbers’, and even ‘swimming pool terrorists’.

Notably, Brussels, the capital of Belgium, stands as the only European city of over one million inhabitants having no open-air swimming facilities (POOL IS COOL, 2023). Despite plans in progress and one successful pop-up swimming installation yielding international acclaim (cfr. FLOW, POOL IS COOL (Florian, 2023)), the discrepancy with cities like Berlin, accommodating 28 outdoor swimming places for a nearly comparable population, is stark. At the same time, open-air recreation facilities in the green areas surrounding Brussels respond to the high visitor flows of urban youth with increasingly restrictive measures like fences, registration systems, surveillance techniques, passport and police checks, external security, clothing requirements, blacklists, and more.

This paper addresses this growing challenge of balancing the scarcity of outdoor recreation facilities in the urban while ensuring the ‘openness’ of outdoor recreation spaces in peri-urban areas for urban youth. It unravels the multifaceted dimensions of this issue in the Flemish context by resorting to a methodological framework involving (1) a comprehensive literature review on the importance of inclusive outdoor recreation spaces for urban youth, (2) a desk research elucidating the ‘as-is’ situation of open-air swimming in Flanders and the links with

displacement movements from and to Brussels (e.g. Wauters et al., 2021), and (3) a critical discourse analysis on outdoor swimming in Flanders and Brussels in the Dutch-speaking press coverage from 2021 to 2023, shedding light on the public and media discourses surrounding this issue.

Recognising the vital importance of urban youth accessing, connecting with, and being involved in outdoor recreation spaces, including within the green areas around urban centres, the research concludes by advocating for a holistic, inclusive, collaborative, and long-term approach in the visitor management strategies of these places. Concrete suggestions are formulated based on the urban-rural continuum, emphasising the need to increase the accessibility of open leisure spaces in peri-urban areas for urban youth.

Resident Quality of Life in Smart Cities

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Transformation of a city system into a smart system is meant to improve the quality of life of its people and their way of living (Muvuna et al., 2020). However, previous smart city studies have not often focused specifically on quality of life and citizen-centric issues. This study therefore uses questionnaire data to identify which quality of life factors are the most important for residents in a smart city, including leisure and tourism-related issues.

A systematic review of 38 studies was firstly conducted between January 2020 and June 2022 to identify the main themes and topics that are discussed in recent SC and QoL (SCQoL) articles, as well as observing which tools, indicators and methods are used to research the relationship between smart developments and citizens' quality of life. Some of the main topics that emerge from the field of SCQoL include governance, sustainability, smart living, participation and social inclusion. The most common research methods involve either questionnaires with local residents or a form of content analysis of official documents.

The chosen context for the research is the city of Budapest in Hungary. Although smart developments have been ongoing in Budapest for the last decade, it is the lowest performing city in the region in terms of quality of life (Csukás and Szabó, 2021). It has been suggested that the lack of correct understanding of smart city concepts in Hungary is one of the barriers to development and researchers emphasise the importance of understanding the specific local needs of a city, namely the needs of citizens (Csukás and Szabó, 2018). This study therefore aims to identify the most important quality of life issues for Budapest citizens, incorporating those included in the Smart City Vision of Budapest (Municipality of Budapest, 2017).

The questionnaire design was firstly based on the established domains of smart cities that have emerged from consensus in the SC literature (e.g. Giffinger et al., 2010). Within each domain, a number of indicators were identified that could be used to create statements for a resident-based questionnaire. Where possible and relevant, statements were taken or adapted from previous SCQoL questionnaire research. The questionnaire was designed using mainly closed questions and a Likert scale. It will be made available in both online and paper format in order to capture all age groups as representatively as possible. It will be posted on social media but also distributed in public places if necessary (e.g. to capture older age groups). A representative quota sampling technique will be used based on the most recent Census data (2022) (however,

convenience sampling may be a back-up strategy). The sample size will be between 300 and 500 citizens. At the time of writing the Abstract, the questionnaire was at the pilot stage. The findings from this research will aim to help city planners to prioritize which domains are the most important or meaningful for citizens and which services to invest in.

Regaining memory: current Jewish heritage narratives in Belmonte (Portugal)

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It is a fact that geographical remoteness and low-density regions, particularly mountainous regions, tend to attract less tourist interest. Nevertheless, this condition can also compel stakeholders and the local power to engage in resourceful branding tactics to make themselves noticeable in countries where competition in the tourism sector is high. With this in mind, we analyze the tourism discourse adopted to promote Belmonte, a town located in the Serra da Estrela mountain range in central Portugal and safe haven to a handful of crypto-Jewish families for centuries. As such, we address questions of exclusion, inclusion, sense of place, and identity transformation of the Jewish community of Belmonte to understand the course of action taken towards tourism (re)invention within a European Union ideological milieu that cherishes inclusiveness and diversity.

The scope of such an endeavour is broad as it aims at creating a distinctive tourism product within a framework of atonement for Portugal's inquisitorial past, while also attempting at diversifying its tourism offer with other frames of reference such as the Portuguese Maritime Expansion. Nevertheless, both approaches spring from a notion of identity that is very much grounded in the past, often a sanitized version of the past (Sol & de Brito, 2021). In fact, the sense of local identity being promoted is perceived by some as questionable given its othering undertones (Martins, 1995). As a result, the adopted local development strategy may stimulate the exodus of the very same community that it seeks to preserve.

This narrative analysis stems from data collection, both based on secondary and primary sources, namely: academic literature, tourism campaigns, and the experience gathered in the town as visitors, which included visits to the local museums. In particular, and concerning the latter, we took notes of what was shown, how it was shown, what story was being told, how the story was being conveyed, and, when appropriate, who was telling it (Sitzia, 2023). This undertaking was crucial to understand the process of patrimonialization and institutionalization of a Sephardic Jewish heritage, which has little resemblance with Belmonte's crypto-Jewish past. Overall, this research focuses on words rather than solely on numbers. It is relevant for academics and policymakers alike because it shares insights regarding the ethical impact of discourse in the development of an ethnic-minority-centred type of tourism, while also envisages to contribute to the field of memory studies.

Emotions in recalling memorable food tourism experiences

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Memorable food tourism experiences (MFTE) have received increased attention in tourism, and they may lead to more memories than other experiences (Stone et al., 2019). MFTE are linked with tourist decision making (Mariani & Okumus, 2022; Shoukat et al., 2023), as well as subjective well-being (happiness and life satisfaction) (Rodrigues et al., 2023). An MFTE may be retold to others, and emotions play a role in both the specific experience while traveling and in the recollection. Emotions include “subjective experiences, physiological reactions, cognitions, behavior, and expressive reactions” (Cornelius, 1996, p. 10).

This research investigates emotions that travelers experience when recalling MFTE using Plutnick’s (1980, 1982) psychoevolutionary theory of emotion. Plutnick identified eight primary emotions: joy, trust, fear, surprise, sadness, disgust, anger, and anticipation. Mixing pairs of primary emotions result in secondary emotions: love, submission, awe, disapproval, remorse, contempt, aggressiveness, and optimism. Emotions vary in intensity (e.g. ecstasy is more intense than joy) and polarity (anticipation is the opposite of surprise) (Plutchik, 1982, 1994). Plutchik’s emotions have been used in tourism in sentiment analysis on large quantities of social media and online posts (e.g. Qian et al, 2023; Gulati, 2021).

To understand the emotions in experience recollection, this study asked a representative sample of American tourists two questions: When you tell a friend or family member about a positive memorable food or drink experience from a trip, what emotions do you feel? The second question replaced “positive” with “negative.” Because there may be unlimited emotions, using open-ended questions allowed respondents to express emotions in their own words. There were 325 completed responses. Some responses mentioned more than one emotion in a response. This presents preliminary results, categorized by two researchers, which will be subjected to further analysis.

Regarding emotions when recalling positive MFTE, 41 stated “good” or “great” which are not clear emotions, and 35 said “none” “unsure” or gave unclassifiable responses. Among the 249 valid responses, the most common emotion was “joy” (72%), followed by surprise (amazement, excitement) (16%). These are both primary emotions. The third emotion was “nostalgia” (9%), which requires further analysis because this does not fit into Plutchik’s basic emotions. It may relate to anticipation or optimism.

Regarding emotions when recalling negative MFTE, 40 stated “bad” which is not a clear emotion, and 59 said “none” “unsure” or gave unclassifiable responses. Interestingly, 13 said they never had a bad experience. Among the 213 valid responses, the most common emotions were: anger (rage/annoyance), 31%; sadness (grief), 26%; disgust (loathing), 14%; and disapproval, 13%. Interestingly, 8% mentioned joy, as they laughed about recalling negative experiences. It appears that there is a wider range of emotions when recalling negative experiences than positive ones. Additionally, negative recollections include more secondary emotions. Further analysis of the data will be able to match positive and negative experiences and provide a mapping of the emotions in the retelling of tourism experiences. This will help

tourism practitioners to better understand the lasting impacts of memorable experiences to create more impactful experiences.

Rethinking Recreation: A Critical Examination of the Interwoven Notions of Tourism, Leisure, and Recreation in the Era of Mobile Societies

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Tourism is traditionally treated as an escape from everyday life. While everyday life is understood as the sphere of work and home that comes along with obligations, norms and rules, tourism, in contrast, is commonly framed as a period where these social obligations are temporarily suspended. For a long time, scholars defined the former as the world of the ordinary and the latter as the one of the extraordinary. Work and leisure—everyday life and tourism—were seen as binary concepts belonging to different ontological worlds. However, since the global Covid-19 pandemic at the latest, we are all well aware of the fact that these (theoretical) boundaries are increasingly blurred in practice. When international travel came to a temporary halt in 2020, people had to search for leisure and recreation activities close to their home environment—amidst their daily routines and responsibilities. Indoor, live-streaming or outdoor activities for recreation and relaxation at home offered the only way to take time off.

Interestingly, the idea that recreation is immanent in tourism and thus needs to be found outside one's usual environment still prevails in large parts of scientific tourism literature. We argue that while relaxation and recreation can be important components of a trip—and in some specific cases, such as wellness tourism, they are even the key element—travel is packed with everyday practices and people travel for various reasons. The travel experience itself often contains stressful periods, because leaving the convenient familiarities that make up one's everyday life implies moments of tension and is not per se a relaxing experience.

Against this background, we analyze why and how the concepts of tourism, leisure and recreation are still closely intertwined in scientific discourse and how these concepts operate spatially. In order to do so, we reconstruct and deconstruct the popular narrative in tourism studies, that a change of location leads to a suspension of everyday life. This narrative also feeds the idea that when people travel, they can and will leave their worries behind. As fascinating and promising as this thought is, in a mobile society, many elements of one's daily routines and responsibilities are traveling along with the traveler—no matter how many kilometers lie between the destination and the home environment.

We argue that any suspension of the everyday may only function gradually, which means that there are moments (minutes or hours) of rest and relaxation, whereas at least some of the travel time is pre-structured by appointments, commitments, and obligations. We also show that this is not only true for tourism, but also applies to everyday life as people can find recreational moments even in the intimate sphere of their homes. Our paper then concludes with the appeal that recreation is not necessarily tied to tourism and we present ways to theoretically grasp recreation in an increasingly mobile world where everyday life and tourism cannot be clearly separated.

Democratizing Culture: Measuring Cultural Participation in the Netherlands

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Going to concerts or the cinema, following a dancing or painting class, or reading a book at home: participating in and visiting culture is one of the common ways in which many people spend their free time. Moreover, especially since Richard Florida's *Rise of the Creative Class* (2002), arts and culture have been employed increasingly within urban cultural policies to make cities more attractive to residents and tourists. Even though this role has not been undisputed (see O'Connor, 2022), arts and culture remain one of the driving factors in policies around leisure and tourism. Still, the types of arts and culture that are consumed by individuals and communities, and that are subsequently considered within cultural policies, change tremendously over time. As the Raad voor Cultuur (the Dutch advisory board connected to the Ministry of Education, Culture and Science) for example recently stated: there are disciplines, such as spoken word, popular music and photography, that are underrepresented and undervalued within national and regional cultural policies (Raad voor Cultuur, 2024). Considering socio-political changes in how, what and why culture is valued, we further explore the interaction between broader societal trends and the way in which cultural participation is measured.

More specifically, we use the section of VTO [Vrijetijdsomnibus/Leisure Omnibus] that focuses on culture as a case study to further explore the role of Boekman Foundation [Boekmanstichting] in stimulating knowledge-based cultural policy making. The Boekman Foundation has a unique position in the Netherlands as a knowledge institute that aims to bridge gaps between scientific and practice-based research, cultural policy and cultural practice. As part of our practices we have become responsible for the cultural section of the VTO since 2020. This is a nation-wide longitudinal survey that has given policymakers, researchers and practitioners relevant insights into how cultural visits and cultural participation are developing within the Dutch population from 6 years and older since 2012. Carried out every two years, this survey includes approximately 3000 respondents, that vary across age, educational level, income and migration background for example. We argue that there are fundamental issues that complicate the relationship between the knowledge that is produced through the VTO and cultural policies that are developed and adapted based on its findings, which are inherent to many longitudinal research practices. Namely, while changes in cultural practices are omnipresent, the way in which cultural participation is measured should stay similar over time to show changes. This introduces two main problems regarding the democratization of culture: 1) the inclusion of new forms of cultural practices and participation in itself and 2) how these new cultural forms and practices are included (e.g. phrasing of questions). In this short paper, we therefore first explore to what extent and how the cultural section of the VTO has been adapted since its initiation. Second, we explore how these adaptations do (not) reflect broader cultural and societal changes and communities. In doing so, we question how leisure should be measured to help cultural policies develop towards a (more) sustainable future.

Music festivals and the city: how festivalisation is shaped by urban inequalities

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Festivals and events are often seen as part of urban regeneration projects and placemaking. They for example play a role in place management and tourism marketing, as the organization of festivals is seen as a way to boost a city's image, attracting business and tourism to an urban area (Hitters & Mulder, 2020). Moreover, festivals are argued to have positive effects within cities, for example affecting people's sense of belonging and community, and helping individuals and communities to express their relationship to an urban identity (Quinn, 2005). Given all this, it does not come as a surprise that there has been 'a boom in live music festivals' over the past two decades, a process that is often referred to as 'festivalisation' (Hitters & Mulder, 2020). This increase in the number of festivals is often seen as a result of cultural policy decisions as well as business opportunities. Nevertheless, the way in which this process is commonly understood seems to assume a uniform, linear process that occurs similarly throughout cities. The rhetoric usually being that festivals will help the city and its citizens at large. This idea tends to neglect that the city is not necessarily a 'unified whole' that people relate to in similar ways. In this paper, we argue that following the perspective of the city as a 'patchwork', which acknowledges the perception of the city as a site of difference and contestation, will set more realistic expectations as to how festivals could play a role in or for a city and for whom.

In this paper, we therefore explore the extent to which festivalisation happens more in certain urban areas over others. In other words, we question which neighborhoods tend to reap the supposed benefits of festivalisation and which neighborhoods do not. More specifically, we propose a framework to understand how festivalisation is shaped by socio-spatial inequality through the use of Exploratory Spatial Analysis and statistical modelling. Taking a comparative spatio-temporal approach, we study 2.456 festival locations in 389 neighborhoods throughout Rotterdam (NL) and Milwaukee (US) over a nearly half century span of time (1970 – 2018). Our findings show that the probability of hosting a festival, and the concentration of festival locations, are both shaped by race/ethnicity and income levels, controlling for other neighborhood factors. While festivals have been thought of as providing an inclusive space, our results suggest that there is still some distance to go to achieve this. These findings are useful for event planners, urban initiatives, and cultural policymakers interested in developing more inclusive cultural offerings in the city.

Adult Playfulness in Romantic Relationships: An Overview of Recent Developments

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Adult playfulness is a personality trait that describes individual differences in (re)framing situations in a way such that they are experienced as personally interesting, and/or entertaining, and/or stimulating. This definition is consistent with a structural model that includes four different playfulness facets; namely, Other-directed (i.e., using one's playfulness to enjoy social interactions and to cheer up social situations); Lighthearted (i.e., an easy and spontaneous approach of life, not worrying too much about future consequences); Intellectual (i.e., liking to play with ideas, trying different solutions for a problem, preferring complexity over simplicity); and Whimsical (i.e., , having a preference for extraordinary people and things, a preference for breaking ranks; OLIW- model; Proyer, 2017). Although research on play as a directly observable behavior has a comparatively long history (e.g., in developmental psychology), the associated personality trait of playfulness has only recently gained attention. Most research on playfulness has focused on children, for example, positive play interactions with peers (Fink et al., 2020). In our talk, we want to discuss and highlight theoretical notions such as Chick's (2001) Signal Theory of Play and empirical findings on the role of playfulness for romantic relationships in adults. Therefore, we present dyadic data from samples from Germany, Switzerland, U.S.A., and Brazil (about N = 1,000 couples). First, we provide an overview of findings examining the degree of assortative mating and partner similarity. Secondly, we report associations with indicators of romantic life such as relationship satisfaction, jealousy, and attachment styles; in opposite-sex and same-sex couples. We discuss these findings with regard to potential implications for the field of leisure sciences, initiating shared time with one's partner, and couple-specific interventions.

Creative Economy in Small Territories: A Study about Ouro Preto District

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The Creative Economy is a new form of economic organization, which seeks to benefit from new technologies, creativity and intellectual capital to offer more sustainable and transversal

solutions. In this scenario, promising activities stand out, including creative tourism and its potential. Small localities can be revitalized in the context of the capitalist mode of production and achieve prominent positions in the market. Therefore, the present work aims to understand how the creative economy can contribute to the economic and social insertion of the community, through actions developed in Ouro Preto and its districts. Given the breadth of tourist activity in the municipality, it appears as a point of investigation with the potential to understand how these management practices and public policies can influence the territory. In the context of tourism in Minas Gerais, the city is one of the main destinations in the State, and is also considered a destination that induces Brazilian tourism, that is, it is characterized as a receiving center and/or distributor of tourist flow, in addition to be a UNESCO World Heritage Site. Despite all this potential, tourism in the municipality is concentrated in the historic center and little spreads to the twelve districts of the municipality. Therefore, the interest in investigating this topic arose from the motivation to identify the potential of Santo Antônio do Leite, due to the need to verify the positive impacts in terms of economic, social and cultural gain in that location, since discussions about creative tourism in Brazil have advanced on an international stage. The district was intentionally chosen because it already has work carried out on this topic, with the community having initiated actions and dialogues to promote the theme of creative tourism in the locality, together with the work of the Municipality of Ouro Preto, and whose potential revolves around the crafts, gastronomy and silver, its traditional element. In methodological terms, the research is characterized as exploratory/descriptive, seeking to understand the context and analyze the data in a qualitative way. To this end, interviews were conducted with representatives of the creative economy in the district, public authorities and participants from the private sector and the tourism sector, with the purpose of capturing the perspectives and experiences of those involved. Regarding the results, it was possible to observe that the creative economy in Santo Antônio do Leite is thriving, offering countless opportunities for development. The potential of the territory is evident, however, despite the collaboration between the community and the State, there are significant obstacles, making it necessary to invest in more effective public policies. It is crucial that activities develop in a sustainable manner, enabling the community to see tourism and the creative economy not only as sources of income, but also as opportunities for cultural preservation and social inclusion. It was identified that there is a diversity of activities and professionals involved in this creative sector, playing a fundamental role in driving economic growth, innovation and entrepreneurship, which greatly contributes to the formation of local cultural identity.

The sustainable festival city and local communities: Engaging secondary stakeholders through placemaking

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We will present initial findings from our research which considers how Edinburgh's (UK) festivals and tourism sector can deliver sustainable community engagement. Our study applies co-designed participative action research (PAR) (Goebel et al., 2020), and placemaking (De Brito & Richards, 2017) within a public engagement methodology. Adopting this approach, we

investigate the engagement of secondary stakeholders (Todd et al., 2017) of Edinburgh's historic centre, including community groups, residents, local businesses, and destination management organisations.

The festival city title is a recognised destination branding approach (Richards 2017). Edinburgh has claimed the title of 'world leading festival city' (Festivals Edinburgh, 2020). With its first festivals emerging in 1947, the city has a history of staging cultural internationalism through festivals (Jamieson & Todd, 2022). Today, eleven city-based festivals take place annually and form the Festivals Edinburgh strategic umbrella. The festivals bring documented positive economic and socio-cultural benefits to Edinburgh and Scotland (BOP Consulting and Festivals Edinburgh, 2023).

The Festivals Edinburgh (2020) 'Festival City Vision to 2030' commits to public spaces, infrastructure; inclusive cultural provision; and increased opportunities for communities. Nevertheless, the festivals' popularity has encouraged critical discourses from some of Edinburgh's secondary community stakeholders over negative socio-cultural and environmental impacts (McGillivray et al., 2020). Narratives have criticised perceived commercial agendas of staging year-round festivals in the city's historic public spaces; commodification of Edinburgh's historic centre for festivals and tourism (Quinn, 2005; Smith 2016); overtourism (Leask, 2019); misuse of cultural resources; and loss of affordable homes to the short-term rental market (Cockburn Association, 2020).

Our presentation will reflect upon how approaches, such as PAR and placemaking, can inform strategies for festivals, tourism, community engagement, and the use of historic spaces in festival cities. We will conclude by reflecting upon the festival city construct in its role as a conduit of sustainable cities and communities.

Consumption values affecting purchase intention for green restaurants

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Over the last five years, consumer purchase behaviour and purchasing decisions worldwide have shifted towards buying more sustainable products (Statista.com, 2023). In 2022, 49% of consumers globally say that in the last 12 months they have paid a premium for products labelled as sustainable or socially responsible (IBM, 2022). Accordingly, the hospitality industry has also recognized how important it is for guests to act green and is placing increasing emphasis on sustainable practices for their operations (Han et. al, 2020; Han, 2020). A significant deficiency in the existing body of studies pertains to the lack of attention paid to the factors that influence diners' decisions to choose green restaurants (Hwang and Lee, 2019). While previous research (Han, 2020; Kim & Hall, 2020) examined the influence of customer values on green purchasing behaviour from the standpoint of consumption value theory, the moderating role of social values on the relationship between consumption values and green consumption has not been addressed before. Therefore, this study aims to investigate the impact of consumer consumption values on the consumers' purchase intention for

environmentally conscious restaurants in the United Kingdom, employing Consumption Value Theory. In order to ascertain their individual and combined influence, this study looks at a variety of consumer values, including social, economic, emotional, epistemic, and conditional values.

We will conduct a quantitative survey to collect data from consumers through social media channels. The online survey will include measurement scales for functional value, emotional value, social value, conditional value, epistemic value, and perceived social image. The survey will begin with a screening question: "Have you eaten out at any restaurants in London in the last month?" and only the respondents replied "yes" will be able to continue with the survey. The sample of this study include consumers who dined at a restaurant during the past month. Microsoft forms will be utilized to form the questionnaire and SPSS software was used as statistical tools to conduct the analysis. Data will be collected from 250 participants through online channels.

The study findings can bring significant insights for restaurants that are interested in implementing green concepts as well as management of existing restaurants can gain. The former to guarantee more appropriately tailored green practices, and the latter to familiarise themselves with the means of putting green ideas into effect and the key elements to consider. Larger chains' marketing departments would also benefit from this knowledge since it would aid in the development of effective marketing strategies and messages for promotional purposes by understanding the factors that influence consumers' buying intentions.

Tourism Destination Climate Action: The enabling environment

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Our presentation reports on a Living Lab research project set up in 2022 by Leeds Beckett University and The Travel Foundation to explore the practical support needed by destinations to commit to and implement Climate Action under the Glasgow Climate Declaration (GCD). The aim being to understand the enablers and barriers to climate action for destinations.

Principally the research sought to:

- Examine the state of development of Climate Action Plans (CAPs) across a sample of signatory destinations;
- Examine the issues involved, challenges and enablers in developing CAPs; and
- Elicit the barriers to involvement in the GCD and CAPs amongst a sample of non- signatory destinations (primarily from the Global South).

Desk research facilitated two subsequent rounds of data collection. First, one-to-one online interviews were held with 17 signatory destination management organisations (DMOs) comprising national, regional, and local (city/town) levels. The DMOs provided geographic representation from North America, Latin America, and Europe.

Second, to understand the barriers and challenges to climate action planning, 7 online interviews/focus groups took place with 12 participants from a sample of non-signatories to the Glasgow Climate Declaration. Representation within this group was predominantly from national organisations and the geographic representation was from Africa and Latin America. The empirical research findings highlighted key barriers as (but not limited to) a lack of clear and relevant climate policies and regulation; lack of funds; poor understanding of the scope and sphere of the destination management organisation itself; literacy, and technical knowledge across the destination; and a lack of data sharing and user-friendly measurement tools. In contrast enablers included a clear mandate and resources available for the CAP; availability and use of funding; integrated, clear, and effective governance to mainstream climate action; strong partnerships and effective communication to engage all stakeholders; and climate literacy training; advocacy and capacity building across the destination. To this end our research identified several areas in which Climate Action Planning can be moved forward, namely via guidance on how to develop CAPs; clarity on climate action communication and terminology; knowledge exchange and transfer; and clarification of stakeholder roles and responsibilities. As a follow-up, in the summer of 2023, we hosted an online workshop with destination representatives that contributed to the first stage of the Tourism Destination Climate Action Planning research to update on our findings and discuss the results with other destinations. Within this session we also discussed challenges around Climate Action Planning communication, networking, and knowledge exchange. Within our presentation for this special track, it is our intention to elaborate further on these discussions and set the scene for our next stage of research.

Using System Dynamics to Analyse the Role of Unionisation and Platformisation in European Accommodation and Food Service Labour Market

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Tourism work is generally criticised as precarious and is notorious for bad working conditions (e.g. (Robinson, Martins, Solnet, & Baum, 2019). We focus here on building a model of tourism working conditions that focuses on the role of two particularly explanatory factors: state of collective bargaining in the industry and country context and the level of platformisation at the country level.

Although the industry is said to be hostile towards collective bargaining and the topic stays relatively obscure in tourism literature, it is receiving increased interest together with the ever-louder critiques of the working conditions in the industry. For example, researchers comparing working conditions in hospitality and catering in UK and Greece (Papadopoulos & Ioannou, 2023) argue that while poor working conditions and precariousness are prevalent in both contexts, wages and other terms and conditions are comparatively better in Greece due to the tradition of collective bargaining in the country. However, macroanalyses of collective bargaining in the sector are to our knowledge almost non-existent, even though the data could be

accessible, albeit admittedly limited, such as the industry specific reports of the Euround - European Foundation for the improvement of Living and Working Conditions collected across EU countries (Gerogiannis, Kerckhofs, & Vargas, 2012; Sanz de Miguel, 2018). Next to the traditional issues of the industry, such as seasonality and concentration in urban and coastal destinations, the rise of the platform economy is feared to aggravate the working conditions, leading to joint efforts by both European hotel and trade union representatives for a level playing field and data collection (HOTREC & EFFAT, 2015, 2019), being just one of the many pushes that led to the groundbreaking agreement of the European Commission with the four global accommodation platforms and the start of Eurostat collection of the data from the platforms. The data is available for EU countries since 2018 and provides a unique opportunity to analyse the relations between platformisation and working conditions in the sector in general. In this paper we build on the Eurofound data on collective bargaining coverage and level in the industry and combine it with the extensive Eurostat database on labour market indicators, focusing specifically on accommodation and food service data, but also context data, most importantly the number of employees by collective pay agreement in country in general. We use the two datasets to build a System Dynamics (SD) model aimed at providing insight into the tourism labour market dynamics in coastal areas through a set of variables representing the employers, workers, job agencies and platforms, and tourists. The model is to include working conditions in accommodation and food service labour market, including data on working conditions and unionisation, but also indicators of tourism development, including indexes of tourism seasonality, urban and beach tourism concentration, and recently added Eurostat experimental data on platformisation of European tourism.

Bridging international and social entrepreneurship in tourism. Case, the ViaVia Travelers Cafés.

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International private tourism companies are not always on the good side when social sustainability is concerned (power imbalances, leakage effects etc.). The bridge can be established by Social Entrepreneurship (SE) which has been indicated as a catalyst for sustainable development. SE looks quite promising as it takes into account the often neglected social aspects without denying the importance of profit. Especially in developing countries, this rising alternative to traditional capitalist approaches of doing business can serve as a leverage for economic, social, and environmental development. However, SE research has mainly focused on conceptualizing SE but far less on SE in tourism (TSE) and real life case studies. The goal of our research was to identify how TSE can relate to aspects of sustainable development in practice and the links with the profile of the international investor. Our case brings an organization called ViaVia Travelers Cafés to the front. While originally stemming from Belgium, the ViaVia network has expanded to 16 different places anno 2023, thereby showing its success as one of the few SEs that scaled worldwide. This organization where, at the core, sustainable tourism and intercultural entrepreneurship meet, is an interesting example, although not without challenges. The lessons learned originate from interviews with several managers of ViaVia Cafés worldwide as well as from an in-depth analysis of ViaVia León, situated in

Nicaragua, where face-to-face information and experiences were exchanged with several stakeholders (manager, staff, locals, visitors etc.).

Homonormativity, capitalism, and inclusivity in queer events: Community-based approach

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The movement for gender and sexuality equalities has become a transnational force driven by a collective pursuit of a safer and more inclusive society worldwide. The global movements, including Pride events, have shown their potential to address unique historical and geo-temporal phenomena across different contexts, transcending their geographical boundaries. These events have served as effective tools for legal reform, social awareness, and community organization, contributing to several Sustainable Development Agenda, such as gender equality, decent work and economic growth, sustainable cities and communities. Meanwhile, identity-based politics have also emerged within gender and sexual diverse communities, challenging the perpetuation of normative structures that contradict the core principles and ideologies of social movements.

The paradoxical mobilization of activism and capitalism within these events has become increasingly apparent, as movements expand into the private sector to promote inclusive brand awareness and tap into lucrative rainbow markets. Additionally, these events have been utilized as the means to project a friendly destination image and attract tourists. This study ultimately aims to deconstruct the meanings of these social movements and co-construct knowledge for more inclusive and effective event management. Specifically, the researchers will explore multi-stakeholder perspectives, including event organizers, exhibitors, volunteers, participants and non-participants, towards LGBTQIA+ events. Also, community participation in these events will be analyzed to understand the level of engagement in planning, implementation, and distribution of benefits. Additionally, the study will propose an optimal sustainable event management model that incorporates community participation.

To fulfil these research objectives, the study will employ a queer ethnographic research approach. The fieldworks will be conducted at three prominent transnational LGBTQIA+ events, including Hong Kong Pride, Pink Dot Hong Kong, and Gay Games Hong Kong (GGHK). In each fieldwork section, research participants will be purposively recruited to represent well-rounded angles when looking into how the events were/have been planned and executed. In particular, the researchers will present the analytical themes of findings derived from participant observations and in-depth interviews with event organizers, exhibitors, volunteers, and participants, as well as non-participants. Furthermore, the model will be developed based on critical analysis of the findings. Hong Kong has been chosen as an ideal context due to its

unique position as a gateway where East meets West, its diverse and international populations, the presence of ongoing LGBTQIA+ events, and the influence of collectivist cultures. The study contributes theoretically by discussing the complexities of homonormativity, capitalism, and inclusiveness in queer events. It also provides practical recommendations for event organizers, emphasizing the need for a nuanced approach that strikes a balance between these factors and fosters sustainable movement mobilization. Moreover, the study will offer a tailor-made approach to planning and implementing transnational events that suit the unique context of Asia, particularly Hong Kong. In particular, most transnational LGBTQIA+ events are predominantly developed from Western ideologies, including community participation. Hence, this research will provide valuable insights for managing LGBTQIA+ events, fostering inclusivity, advancing global gender and sexual diversity movements, and aligning with non-Western socio-cultural and economic contexts.

Empowering events professionals towards becoming strategic event managers of the future

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As the events industry continues to evolve, the demand for strategic events managers equipped with a diverse skill set is more pronounced than ever. Therefore, in 2020, BUAs launched the Master of Strategic Events Management (M SEM) in response to a demand from the events industry, which needed events professionals who can think and act on a strategic level. It is a two-year part-time master's program where (young) events professionals learn to approach events as strategic tools, enhancing both the events themselves and their impact while also working in the events industry.

The competency profile for M SEM is based on the premise that a number of different competences are required for an event manager to be able to maximize the value creation potential of events. Value creation is at the heart of the curriculum, because events represent a vehicle by which different stakeholder groups can develop and exchange various types of value, including economic, social, cultural and symbolic value. This is a unique feature of the M SEM programme. Additionally, sustainability and responsibility emerge as central theme in the master's programme, reflecting the growing importance of these factors in shaping the future of events.

By actively involving industry experts in curriculum development, guest lectures, fieldtrips and assignments, students gain insights into the latest trends, technologies, and challenges faced by the events sector. During the master's programme, the combination of working and studying enables students to innovate and professionalize the events industry by applying the assignments directly within their own company and graduating on a strategic challenge their company is facing. This co-creation with the industry ensures that education is current, relevant, and responsive to the rapidly changing landscape of event management.

We will showcase the development and implementation of the Master Strategic Events Management programme and reflect on the lessons learned regarding the education and

empowerment of events professionals towards becoming strategic events manager of the future.

Adaptation strategies for a more resilient Johannesburg Zoo

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Global biodiversity and ecosystems are seriously threatened by climate change; hence it is imperative that different organizations adjust to this new reality. Zoos and aquariums have not been immune to the effects of climate change, and many have come to the realization that adaptation measures must be implemented to safeguard the well-being of the animals in their care and to support wider conservation efforts. This study is looking at adaptation strategies for a more resilient Johannesburg Zoo. Current strategies that were followed by the Johannesburg Zoo, is the investments in new technology and infrastructure to shield their animal residents from severe weather conditions like heat waves and severe storms. The Zoo is actively involved in conservation programs and raises public awareness of the effects of global warming through education. The Johannesburg Zoos strategy is to lower its own carbon footprints with sustainable practices, such as waste reduction, energy-efficient architecture, and the use of renewable energy sources.

The objective of this study is to determine whether additional adaptation strategies have been implemented by the Zoo to be more resilient in the future, and to identify any reasons for limiting adaptation strategies.

This study adopted a qualitative research design, participants who are experts in the field from top and middle management participated in the study. An interview guide was utilised to direct the interaction to investigate the adaptation strategies for a more resilient. This study looked at the adaptation strategies for a more resilient Zoo, and the dimensions used for this study was based on the World Travel and Tourism Council (WTTC, 2022) resilient dimensions namely: Societal, Environmental, Economic, Infrastructure, Energy and Water resilience.

The findings determined that the Johannesburg Zoo have adopted three dimensions to be resilient, which are Economic, Environmental, and Social. The critical dimensions which were energy, water and infrastructure really need to be re-considered. Zoo. This study found that the Johannesburg Zoo is resilient to the effects of climate change by protecting its animal populations, supporting conservation initiatives, increasing public awareness, and encouraging sustainability in their day-to-day operations. The Zoo has a lot of potential to support itself to become self-sufficient, but financial control from the national government restricts the Zoo in many ways.

The recommendation of this study is to address regulatory and policy structures to support and encourage novel and imaginative strategies that advance resilience at the Johannesburg Zoo. Future adaptation strategies for the Johannesburg Zoo would be to modify their services, infrastructure, and governance structures.

Mapping transport activities in rural tourism regions; implications for sustainable mobility planning

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Place-based knowledge of transport patterns at various spatial scales is fundamental for sustainable mobility planning in rural tourism areas. Our purpose in this paper is to report on a study carried out between 5 March and 5 May 2024 with the focus on mapping transport activities and places with mobility deficits in the rural tourism border municipalities of Malung-Sälen, Älvdalen, Trysil and Engerdal in Sweden and Norway. We used a Public Participation Geographic Information Systems (PPGIS) survey to gather information on travel patterns and identify places in the four municipalities that require transport improvements. The study included citizens, second homeowners, and tourists. We received 1,426 responses to the survey and 1,758 unique locations have been identified by respondents as being in need of transport improvements. Of these, preliminary results show that Mälung-Sälen has the greatest need for improvement, leading the way with 966 locations identified. Not surprisingly, the use of diesel or petrol cars dominates both every day and leisure mobility in all municipalities. The dominance of carbon-intensive car-based travel in the region exacerbates climate change and poses a significant challenge for planning and facilitating a modal shift to more sustainable transport systems. This study is unique because it provides empirical data from several stakeholder groups, making it possible to analyze the perception of the need for transport improvements among different groups. Another novel contribution is the cross-border context for the study which offers analysis of mobility both within a country and between two Nordic countries. The results aid in understanding current mobility requirements in the region, providing useful knowledge for future sustainable transport planning.

Understanding the Sustainable Mobility Behaviours of Mountain Bike Tourists

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Recently, many European Alpine destinations have identified a substantial growth in mountain bike tourism (Pröbstl-Haider et al., 2018). A heightening demand for mountain biking experiences can also be seen in Sweden, where it presents a promising economic prospect for its rural mountain destinations. Nevertheless, it also raises significant concerns over this tourism offering's potential to create detrimental impacts on the environment. A major reason for such sentiments concerns the very nature of this sport and its influence over the leisure consumption behaviours associated with this tourist segment such as their mobility behaviours. In light of mounting concerns over the tourism industry's contribution to climate change, heavy car reliance that persists in rural tourism contexts (Juschten & Hössinger, 2021), such as in mountain bike destinations, poses a substantial threat to sustainable tourism futures. Thus, to

facilitate a modal shift towards climate-friendly mobility alternatives among mountain bike (MTB) tourists, a broader understanding of the factors that influence their mobility choices is required, such as socio-psychological and situational factors related to travelling. Moreover, an examination of the sustainable mobility infrastructural provisions within the tourism domain and its influence on MTB tourists' mobility choices would provide valuable insights into their mobility infrastructural needs and preferred attributes of sustainable mobility choices.

Hence, I intend to explore MTB tourists' eco-centric orientations concerning their mobility behaviours and generate useful insights into their socio-psychological, situational and contextual determinants and related behavioural discrepancies for policy interventions. The theories of Schwartz Value Circumplex, Goal Framing Theory, Theory of Planned Behaviour, Cognitive Dissonance Theory, and Attribution theory will be employed to provide the theoretical foundation. A methodological approach of explanatory sequential mixed method is proposed for this project. Firstly, a quantitative approach with multi-group analysis in Partial Least Squares Structural Equation Modelling is proposed to evaluate MTB tourists' eco-centric orientations in their mobility behaviours and the influence of the underlying socio-psychological, situational and contextual determinants. Secondly, a qualitative laddering technique based on semi-structured interviews is proposed to analyze the behavioural discrepancies demonstrated by MTB tourists in mobility choices in relation to their eco-centric dispositions.

A key contribution of this project is to provide policymakers with insights into how the sustainable accessibility to (selected) mountain bike destinations in Sweden, function and is experienced by mountain bike tourists. This knowledge could be used to further develop sustainable mobility landscapes in Sweden, linking its peripheral mountain bike tourism destinations. Furthermore, the study findings on MTB tourists' mobility behaviours can be employed to promote sustainable mobility practices among them.

How can tourism maximise the positive impact and dignity for Indigenous people?

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This study focused on Indigenous tourism, which is considered a sub-category of sustainable tourism, and combines insights from developmental, Indigenous, and critical tourism studies (Hillmer-Pegram, 2016; Nussbaum, 2006, 2011). Within this framework, the focus will be on dignified tourism participation of Indigenous groups, where poverty, marginalisation and cultural discrimination that have violated their dignity is prevalent. Previous studies argued that dignity, which includes “self-determination and self-control; respectable, meaningful work; the prioritization of entrepreneurial opportunities for Indigenous people; recognition; and oneness” (Camargo et al, 2022:100946) as well as equality, and respect for and the protection of culture (see Australia Human Rights Commission, 2011) is of critical importance for sustainable tourism development and management towards achieving the 2030 UN Sustainable Development agenda (Winchenbach et al., 2019).

Existing research shows that involvement of Indigenous people in tourism provides positive opportunities for Indigenous communities to include entrepreneurial opportunities (Vazquez-Maguirre et al., 2018), and investments leading to job creation for socio-economic development and growth (Warnholtz & Barkin, 2018). While Indigenous tourism is a well-established research

area (Zeppel, 2006), to date no research has combined capabilities with dignity, which Jamal (2019) argues is relevant to consider for all forms of tourism, in particular post-colonial destinations, where an assessment of Indigenous communities' capabilities is needed to flourish and thrive through tourism. Therefore, aligned with UN Tourism's agenda for 'Empowering Indigenous Communities to Drive Tourism Recovery', this study aims to contribute to the sustainable development of Indigenous tourism.

This study builds on a successful Collaborative Online International Learning (COIL) project with students from the University of Surrey/ UK, and Universidad de Monterrey/ Mexico, where international student teams explored how tourism can help to maximise the positive impact and dignity for Indigenous people. A qualitative mixed-method approach and micro-ethnography were applied to investigate how people from marginalised backgrounds experience their participation in tourism, and the structures and practices involved (Kimbu et al., 2022).

Fieldwork was conducted in July and August 2023 in the village of Yaxunah, which has a small-scale tourism infrastructure and is home to approximately 700 inhabitants, located in central Yucatan, and 25 km south of Chichen Itza. We will present preliminary findings from the thematic analysis (Braun & Clarke, 2019) of 17 in-depth semi-structured participant interviews with members of the Yaxunah Indigenous community engaged in tourism and local NGOs, as well as results from a Theory of Change workshop held with community members.

Accelerating circularity in tourism: Strategies for SMEs

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During The 2 Seas Interreg project FACET (Facilitating the Adoption of Circular Entrepreneurship in the Tourism and Leisure Sector), several strategies have been developed to support tourism SMEs in the 2 Seas region of France, the Netherlands, Belgium, and the U.K. in adopting circular economy solutions. The circular economy moves away from the current business-as-usual linear system of production and consumption to one that focuses on valorising and circulating resources for environmental, social, and economic sustainability. This conference paper provides an overview of key strategies that could form the foundation of successful circular entrepreneurship in the tourism and leisure sector. It builds on the experiences of the FACET project, as well as consulting the relevant literature on circular entrepreneurship. Three key strategies that have been reviewed for this conference paper are: Support mechanisms by local authorities to support circular entrepreneurship; financing mechanisms for SMEs to fund the circular transition, and; guidance frameworks for entrepreneurs to accelerate the circular transition.

The results show that local authorities have a key role in the facilitation of a conducive regulatory environment to accelerate the transition to a circular economy. In this conference paper we define six steps that local authorities could take to promote a regulatory environment: Develop a local integrated vision and strategy for a circular economy in the tourism sector; support the creation of a regulatory conducive environment for circular entrepreneurship; facilitate the creation of circular communities; engage pro-actively and provide technical support; enhance circular adoption through financing; celebrate and demonstrate success. In addition to financing by local authorities this conference paper explores a second strategy to fund the circular transition through crowdfunding for SMEs. As the funding of circular initiatives often require high investment, multiple funding sources for SMEs may lead to effective implementation of circular initiatives. Results show that crowdfunding as a funding mechanism

has the potential to raise essential funds for SMEs that cannot easily be accessed through conventional financing options. However, as in many funding channels, crowdfunding requires investment of time and resources to be successful.

The results on the third strategy described in this conference paper entails a guiding framework for entrepreneurs to accelerate the circular transition. The framework is shaped through three key concepts being: The entrepreneurs motivation for involvement in the circular transition needs to be defined and developed; membership of circular communities are required to support knowledge sharing and benefits of scale; Entrepreneurs need to master skills to sustain circular innovation at the business level.

The findings in this conference paper highlight the need for increased collaboration between local authorities and SMEs; the development of alternative funding mechanisms and creation of circular SME communities; and the development of skills and motivation to participate in those communities. In this review we found that academic institutions and civil society may also play a role to advance circularity in tourism. These recommendations and an increased focus on collaboration models for circularity in tourism are subject of a newly developed Interreg North Sea Region project.

The uptake of advanced decentralized water treatment in coastal tourism destinations

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In addition to global freshwater shortages, deteriorating surface waters in riverine and coastal ecosystems due to linear water treatment make the case for circularity in fresh water management. Users of the coastal environment frequently suffer from bacterial or chemical pollution as centralized water treatment plants overflow or poorly treat sewage waters. Tourism in coastal communities is putting seasonal peak pressure on coastal communities' resources including water treatment, which exacerbates the issues of surface water pollution. In addition to ecological risk, there are risks to the attractiveness of the destination due to pollution and freshwater scarcity which may impact the livelihoods of coastal host communities that rely on tourism. One of the solutions to both shortage in freshwater and water pollution is decentralized water treatment at the tourism companies' level that serve large amounts of guests. However, as the technology for decentralized water treatment is available the uptake is limited due to cost, permits and fear for negative guest experience among other things.

For this paper, we surveyed guests at three coastal campsites in Zeeland, the Netherlands that have installed decentralized water treatment systems in 2022 and 2023. The campsites have applied different technologies, from treatment of all sewage to systems that treat shower water into toilet flushing water. The latter system may save 3000m³ water per year for a small to medium enterprise. In a 2021 baseline study, 776 campsite guests were surveyed on their engagement in sustainable water use during their holidays. After implementation of the systems in 2023, we surveyed another 528 guests on their engagement with climate change and the experience of the innovations. The surveys were analysed through descriptive statistics. The results from our analysis show that 86% of the surveyed guests support the measures taken by entrepreneurs on sustainable water use. However, only 77% would change their behaviour if that would help fight climate change and 22% of respondents won't pay more for these measures. Our results show that there is no negative experience (95%) related to the innovations itself. Also, only 42% of guests noticed the innovations taking place. Lastly, 83% percent of campsite guests have agreed to be willing to handle water more responsibly at home.

The willingness to act may be due to their already existing level of awareness, the entrepreneurs' communication efforts or due to the conversation with the surveyor on this theme.

To conclude, we found that the technical innovations on the business level do not have a negative impact on the tourism experience, which supports the case for decentralized water treatment at the local level. Many of the guests have not noticed the innovations, which provides opportunity for communication of the efforts made by entrepreneurs for the uptake of sustainable water use by guests on vacation and at home. When brought to scale, these systems could relieve centralized water treatment with the result of improved surface water quality and less reliance on 'virgin' fresh water.

Creative future thinking for a sustainable events sector

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The event industry remains precarious following years of uncertainty driven by global crises, including climate change, COVID-19, Brexit, the cost of living and the Ukraine war, triggering adverse effects such as supply chain disruption, inflationary costs, and employee attrition to name a few (Seraphin, 2021, Coles, 2022, Kwiatkowski, 2023). These seismic shifts raise important questions about how the events sector maintains resilience, grows innovation, and realises long-term economic aspirations (Lekgau and Tichaawa, 2021). As Coles et al (2022) note, there is also a need to consider the nature of transformation and assess the adaptability of events to a more crisis orientated future. Yet future thinking encounters resistance, as it competes against immediate business concerns and is viewed as a threat when future scenarios disrupt current practice (Hines and Gold, 2014). In order to be sustainable, and to contribute to the sustainability imperative, the events sector needs to think more creatively about the future.

This paper considers the future of the events industry through the lens of four provocative far-future scenarios. Using this approach, we explore how dianoetic approaches can facilitate long-term 'civilisational' thinking and capture stakeholder reactions and emotions to future event environments. The scenarios draw on evidence from our comprehensive review of futurist reports and are entitled: Ruling robots; Awesome energy; Immense movement; and Retirement reworked.

The FuturETHinking project explores emotional barriers to future thinking to identify and test techniques which support future planning. It also diverges from previous studies which have predominantly focused on operational aspects of future planning. Our data comes from small-group discussions of four provocative future scenarios set in 2050.

As such, our study contributes comparative qualitative insights into how current and future industry professionals think about the future. Our findings have implications for industry resilience and future planning at a time when Covid-19 pandemic recovery has coincided with other global economic challenges and unpredictable threats such as climate change.

Furthermore, emerging technologies and innovations such as AI pose new opportunities and concerns for the current and future events workplace.

Scenario development began with the review and categorisation of over 100 academic and grey literature publications relating to world contexts in 2050. Our method used an adapted PESTLE framework (Political, Economic, Societal, Technological Legal and Environmental contexts) to categorise potential drivers of future worlds (for an earlier version of this technique in tourism see Dwyer et al., 2009). The framework was augmented by 'V', representing the terms 'values' and 'value systems' (which we also considered to be important drivers of change). Sub-themes were then identified within each main driver.

Our large-scale initial study was conducted with 120 event, tourism and hospitality professionals (at the 2023 International Congress and Convention Association (ICCA) UK and Ireland conference in Glasgow. Round tables that seated eight were used with half of each table making up a group of four. Each group of four had an A3 sized copy of one scenario and different coloured sticky notes with the colour linked to each question (see Figure 1). Polylogues were facilitated after the small group conversations, extending the discussion out to the room and sharing key points from each group of four. The reflective postcards were completed individually after the polylogue facilitation.

Participants were asked not to discuss the scenario likelihood and instead imagine/accept that this is the world they now live in when completing the following tasks:

Task 1. Small group discussion: 'Think about how the scenario makes you feel' and write comments on sticky notes (3 minutes). Then discuss your notes as a group (10 minutes).

Task 2. Small group discussion: Consider 'what business tourism will look like in this world?' and write comments on sticky notes (3 minutes). Then, discuss your notes as a group (10 minutes).

Task 3. Polylogue: Provide group feedback on your scenario discussion to the other groups in the room (10 minutes),

Task 4. Postcards: Reflect individually on the exercise by completing the following reflective postcard questions (10 minutes):

1. What surprised you when thinking about the future?
2. What surprised you about the responses from others?
3. What will you remember from this session?

The postcards were photographed by the participants as session 'takeaways' and then collected by the workshop facilitators

Our findings reveal that initial pessimism and fear of the unknown closes down productive thinking about the future, but that group conversation can mediate this effect. Consequently, polylogue discussion of well-constructed scenarios appears to help stimulate creativity and innovative thinking, leading to meaningful consideration of the future, and a potential pathway by which the industry can better prepare for the unknown by incorporating similar techniques within their planning cycles.

Our findings highlight the importance of developing effective tools to overcome emotional barriers to thinking about the future. They also reveal the importance of engaging a broad stakeholder demographic and learning from other sectors to diversify conversations about the future.

In summary, the use of provocative far future scenarios as stimuli that inspire polylogues amongst stakeholders has the potential to help the tourism industry think more creatively about a sustainable future. This approach also has great potential to be used in other sectors, to be

expanded into an effective management development tool and, to be used as a large-scale qualitative data gathering technique.

Adapt to climate change: sharing behavior and cool weather tourism of working class

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Prior research has focused on the negative impact of international travel on climate change, proposing low-carbon, eco-friendly tourism alternatives. However, the reciprocal effect of climate change on tourism, particularly climate change-induced tourism, has been overlooked. This type of tourism involves people temporarily relocating to a tourist destination due to climate-related reasons rather than for pleasure. While it's recognized that favorable weather can attract middle-class tourists who can afford international travel, the impact of climate change on the working class, who have limited budgets, is less explored. This paper investigates how the working class adapts to climate change through tourism mobility and its effects on tourist destinations.

Adopting the mobility paradigm, this study examines the movement of people, materials, and information, as well as tourists' experiences and emotions. Qualitative research methods, including case studies and ethnology, were employed. The study sites were Chongqing, a city in central China, and Huangshui, a northeastern town in Chongqing. Due to global warming, Chongqing's average summer temperature has risen significantly, prompting locals to seek refuge in cooler mountain areas like Huangshui. Data were collected through observation and interviews with various stakeholders, including 32 working-class tourists, 20 entrepreneurs and 3 government officers.

The study found that tourism mobility is a key strategy for the working class to cope with extreme heat. However, working-class tourists often cannot afford to stay in these cooler destinations for extended periods and resort to sharing accommodation and expenses. This sharing behavior reduces individual living space and can lead to conflicts, which are typically resolved through negotiation and increased outdoor activities. Despite these challenges, tourists report a more comfortable and healthier lifestyle. However, this sharing behavior presents a double-edged sword for destination governance, boosting the local economy but also straining local infrastructure.

This study sheds light on how the working class adapts to climate change through tourism mobility and its implications for destination governance. It contributes to a deeper understanding of the dynamic interaction between tourism mobility and climate change and offers policy recommendations for seasonal destination governance.

The Perception of Wellness Tourism in Turkey: A Comparison with European Countries

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The concept of wellness is considered as a type of health tourism, including complementary and alternative medicine practices such as yoga, spa, massage, nature and so on. It is a fact that the majority of these initial practices associated with wellness tourism worldwide originate from the Far East and Southeast Asia which are considered global pioneers in the wellness industry. As a result of incorporating these practices into their own cultures, many European nations have already made progress towards building holistic wellness facilities. These countries, which host millions of wellness tourists each year, have begun to attract the attention of developing nations. Türkiye, being one of developing countries, offers a number of opportunities for wellness tourism due to its unique geography, climate and qualities in health and tourism sectors. In addition, it has a deep-rooted history in the field of health, extending from Asclepius to the Darüşşifas served as treatment centers. However, it appears that today in Türkiye, the concept of wellness has become a service, mostly as an extension of the services provided by hotels in SPA units, with a focus on Asian-origin techniques. This seems far from the holistic understanding of wellness tourism, which include services enhancing people's physical, psychological, spiritual, and/or social well-being. The present scenario reveals that Türkiye has moved its highly significant traditional and alternative methods of treatment to the records of history.

Given the circumstances, it is important to determine Türkiye's level of awareness of wellness tourism in order to establish a competitive wellness tourism framework. Therefore, this study describes data and information available on Turkish health tourism industry professionals' perceptions of wellness tourism. Furthermore, it is important to compare Türkiye's understanding of wellness tourism with that of European nations is crucial for determining the shortcomings in Türkiye's wellness tourism industry and formulating solutions for them. In addition, further studies based on the comparison's outcomes can be employed to establish a traditional and cultural Turkish wellness concept and enhance destination brand equity through product differentiation. Therefore, using word association test (WAT), the participants were asked to list their expressions that the idea of wellness tourism brought to mind. Participants were reached using the snowball sampling method, whereas the study's sample was drawn from sector experts who were highly representative of the target population of the study. Results were presented through content analysis and some statistical techniques. The study's methodology and findings also hold significant value in motivating countries seeking to enhance their competitiveness in the wellness tourism industry.

Visited First, Recalled Best?!: Exploring the Impact of Sequential Order on Tourist Destination Experiences

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Tourist experiences are defined by clear beginnings and endings in both time and space. Consequently, the entirety of a tourist experience can be delineated as a series of 'micro' experiences or 'events' within the travel journey (Tussyadiah and Zach, 2012; Stienmetz and Fesenmaier, 2013). While some attention has been directed toward understanding the spatial dynamics of the travel experience (Edwards and Griffin, 2013; Modsching et al., 2006; Page and Hall, 2014; Shoval et al., 2015), the temporal aspects of tourist experiences, specifically the sequence of events, have been scarcely explored (Hwang, 2019; Pearce, 2020).

For example, investigating whether the order of visiting destinations in a sequence influences the recall (memory) and evaluation judgment of those destinations holds implications for the presentation of tourism units in a sequence. This research applies established psychological theories such as the Serial Position Effect (Ebbinghaus, 1902) and memory-based judgments (Bizer et al., 2006; Lichtenstein & Srull, 1987) to achieve two objectives: 1) to explore whether the position of a tourism offering (a destination, in this case) in a sequence affects the recall of that offering, and 2) to examine the order effects on the overall favourability evaluation of destinations.

In a field-based natural experiment, post-trip responses were collected from 179 international tourists who visited four major Iranian cities. The context provided the natural manipulation of the independent variable since tourists were visiting the same sets of destinations in various orders, and a credible level of control for extraneous factors affecting memory through uniform services included in the packaged tours, first-time visitors, and homogeneous destinations. Logit regression analyses revealed a relationship, primarily Primacy, between destination positions in the itinerary and their recall. For evaluative judgments, both Primacy and Recency effects were linked to the order of visiting.

These findings have practical implications for enhancing tourists' experiences by strategically manipulating temporal properties of events within the span of their journey. In other words, the order in which tourism and hospitality services are presented, consumed, or visited presents opportunities for designing and managing memorable experiences.

Resident perceptions on the role of murals in their neighborhood

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Street art is increasingly being used to enhance urban places (Forte & De Paola, 2019). Investing in arts and culture is associated with positive effects (in terms of city branding, attracting mobile capital, stimulating local pride, increasing cohesion) but also with potential negative effects (e.g. enhancing gentrification, consumer culture, overcrowding) (Markusen & Gadwa, 2010; Currid, 2009; Grodach et al., 2014). However, there is a belief that art in public space – encompassing street art- should have a positive social impact (Zebracki et al., 2010). Especially in the context of murals, these claims are ample researched. Using Blind Walls Gallery as a casestudy, an attempt is made to contribute to knowledge on the impacts of murals.

Blind Walls Gallery (BWG) is a large outdoor gallery of murals, in the streets of Breda, in the Netherlands. Over 100 murals created by (inter)national graphic artists bring hidden stories of the city into life. Residents that live closely to the spots where murals will be created are actively involved in the process, by selecting stories, depicting artists, and choosing the definite design of the mural. A once blind wall becomes a colourful marker of local history to be visited by locals and tourists.

Research has been carried out to the resident perceptions on the role of the murals in their neighborhood. Based on semi-structured interviews with residents, two neighborhoods are compared in terms of activities happening around mural sites and the importance assigned to them by the local inhabitants. Results show that BWG contributes to feelings of safety and pride among the residents, triggers dialogue among different users' segments stimulating social interactions among residents and between residents and visitors alike. In addition, murals get intertwined with the sense of place of residents, making murals placemakers, and a source of identity.