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Leisure & Tourism 2030: Navigating the Future
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BOOK OF EXTENDED ABSTRACTS



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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



Iis Tussyadiah is Professor of Intelligent Systems in Service, Head of School of Hospitality and Tourism Management (SHTM), and Fellow of the Surrey Institute for People-Centred Artificial Intelligence (PAI Institute) at University of Surrey. Iis conducts research on digital transformation in the services sector, focusing on human-computer interaction, consumer behaviour, and management. Her current work covers human-AI teaming and the future of work and digital nudging for responsible behaviour.

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.

Brazilian Community-Based Tourism Cooperatives And Its Effects For Sustainable Local Development

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Introduction:

Community-Based Tourism (CBT) is characterized by management modes that cooperatively seek protagonism, income and community strengthening through carrying out visiting activities. This occurs through a collective and collaborative proposal for tourism management to achieve the community's common objectives. Therefore, it can be said that the CBT reproduces principles of cooperativism.

In general, cooperativism is a movement, system or doctrine that believes in and preaches an economy associated with income distribution, conservation of the environment and effective improvement in people's quality of life, going beyond the mere generation of individual profit. Cooperativism values participation and equity between members who work in an organization with economic impacts.

Cooperativism has also focused on solving social problems at the local level and stimulating sustainable development. The CBT contemplates this sustainable local cooperative proposal by valuing the culture of traditional people, being an alternative source of livelihood for the community and preserving the local environmental resources. Considering all this articulation, CBT ventures will be understood in this work as cooperative initiatives.

From this, we seek to analyze the potential of these initiatives for Sustainable Local Development (SLD). SLD can be understood as a developmental approach that aims, 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 environmental, cultural, economic, political and social (Almeida & Emmendoerfer, 2023).

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 articulated with SLD, the literature still needs to discuss further how this relationship is established (Almeida & Emmendoerfer, 2023), especially in Brazil, which does not have consolidated instruments that allow describing and geographically locating these initiatives. Based on this, this article aims to map Brazilian CBT cooperative initiatives and verify their possible effects on SLD.

Methodology:

Data collection was divided into two techniques: bibliographical research (using a quantitative approach), which is an investigation that uses pre-existing literature as a data source; and survey

(using a qualitative approach), which is a data collection that applies forms aimed at a target audience, aiming to collect descriptive information on the subject studied.

The bibliographical research was aimed at mapping Brazilian CBT cooperative initiatives. It occurred in the Spell, Scopus and Web of Science bibliographic bases, which are renowned bases and have academic works linked to the researched topic. She targeted the abstracts, titles and keywords of works with open data from these databases. The search terms used (in Portuguese and English) were previously tested, aiming to broadly capture studies on national cases of CBT initiatives.

The bibliographic research took place between 02/01/2024 and 02/13/2024. During this stage, the abstracts of all works were read, checking whether the studies addressed any cases of CBT. The works that dealt with a specific CBT case(s) were consulted in full to identify the location of the initiative.

The survey sought to verify the effects of Brazilian CBT cooperative initiatives, having as respondents people who work with CBT in Brazil. It was shared online, in more than 200 e-mail addresses and social networks of people and institutions that work with CBT nationally, in a snowball process – in which respondents share the survey with other potential respondents who have contact.

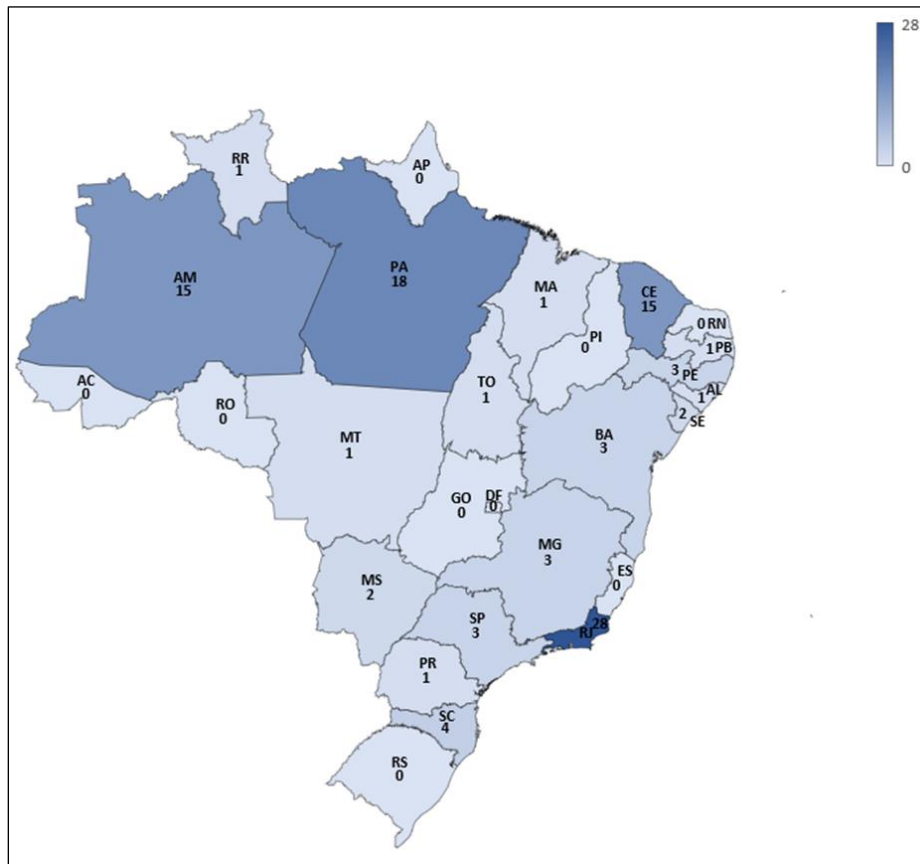
The sharing and collection of survey data took place from 09/01/2023 to 10/31/2023, using the Google Forms software. 11 responses were obtained, from 8 different states (Amazonas 1, Ceará 1; Maranhão 3; Sergipe 1; Mato Grosso do Sul 1; Minas Gerais 1; Rio de Janeiro 1; and Rio Grande do Sul 1), from all 5 regions of Brazil (North 1; Northeast 5; Central-West 1; Southeast 2; and South 1).

The interpretation of the data occurred as follows: the bibliographic research was interpreted using descriptive statistics, indicating the frequency of CBT cooperative initiatives in each Brazilian state and which initiatives were the most studied by works indexed in the databases; and the survey was interpreted using a thematic content analysis, identifying cores of meaning that represent the effects of CBT's cooperative initiatives for SLD.

Results:

During the bibliographic research, 103 CBT cooperative initiatives were identified in all regions of Brazil. CBT cooperative initiatives were identified by the name of the locality, community or the enterprise itself, bringing together those that were presented with slightly different names, but which referred to the same case. In this way, figure 1 below was created, which shows the number of CBT cooperative initiatives in each Brazilian state.

Figure 1 - Mapping CBT cooperative initiatives in Brazilian states



Source: Prepared by the authors.

As figure 1 indicates, the State of Rio de Janeiro (RJ) was the one with the most identified initiatives, 28, followed by: Pará (PA), with 18; Amazonas (AM) and Ceará (CE), with 15; Santa Catarina (SC), with 4; Bahia (BA), Minas Gerais (MG), Pernambuco (PE) and São Paulo (SP), with 3; Mato Grosso do Sul (MS) and Sergipe (SE), with 2; and Alagoas (AL), Maranhão (MA), Mato Grosso (MT), Paraíba (PB), Paraná (PR), Roraima (RR) and Tocantins (TO), with 1. In Acre (AC), Amapá (AP), Federal District (DF), Espírito Santo (ES), Goiás (GO), Piauí (PI), Rio Grande do Norte (RN), Rio Grande do Sul (RS) and Rondônia (RO), no cases studied regarding the theme.

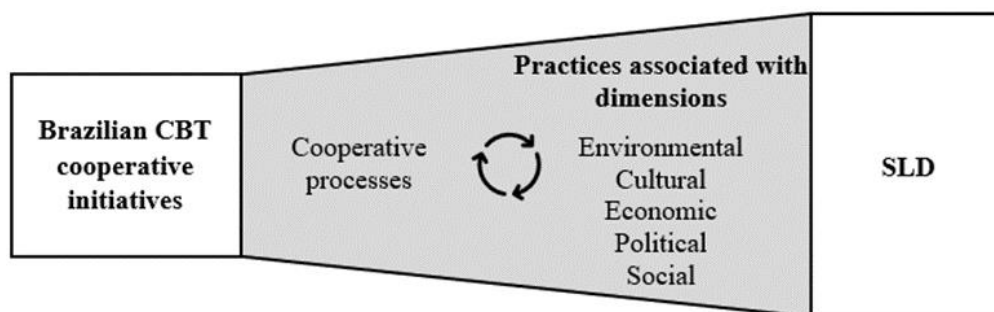
The seven most studied Brazilian CBT cooperative initiatives were respectively: 1) Prainha do Canto Verde, in the municipality of Beberibe/CE, being studied by 14 works; 2) Ponta Grossa, in the municipality of Icapuí/CE, being studied by 4 works; 3) Jenipapo-Kanindé, from the municipality of Aquiraz/CE, being studied by 3 works; 4) Currau Velho, in the municipality of Acaraú/CE, being studied by 3 works; 5) Pousada Uacari Mamirauá, in the municipality of Tefé/AM, being studied by 3 works; 6) Anã, from the municipality of Santarém/PA, being studied in 3 works; and 7) Santa Marta, in the city of Rio de Janeiro/RJ, being studied by 3 works. The other 96 initiatives that are not included in table 2 were studied by 2 or 1 article from the analyzed databases.

Regarding the survey results, the respondents were made up of six men and five women, aged 40 to 69. Three of them participate in CBT initiative(s) that involve more than one community, location or enterprise. Furthermore, there is a respondent from a CBT initiative made up only of

himself and another from an initiative with 50 people. This shows some of the great diversity of CBT cooperative initiatives, which were evident in all five regions of Brazil.

Aiming to summarize the results presented and the codes emerged from the survey responses, figure 2 was created, which represents the possible effects of Brazilian CBT cooperative initiatives for SLD:

Figure 2 - Possible effects of Brazilian CBT cooperative initiatives for SLD



Source: Prepared by the authors.

Figure 2 shows that Brazilian CBT cooperatives can generate implications associated with SLD by carrying out endogenous practices, associated with its dimensions: environmental, which refers to the preservation and conservation of local natural resources - an effect identified in all 11 responses; cultural, which is about valuing local culture – an effect identified in 8 responses; economic, which is the generation of income for the local population – an effect identified in all 11 responses; political, which occurs through the power and decision-making protagonism of the local population – an effect identified in 8 responses; and social, which occurs through the generation of well-being for society, based on equity and reduction of socio-territorial inequality – an effect identified in 8 responses.

Such practices would occur through cooperative processes, which involve the interaction of different community actors to discuss and make decisions collectively. Therefore, the possible effects of Brazilian CBT cooperative initiatives for SLD are symbolized in the center of figure 2 (in the gray part).

It should be noted that figure 2 should not be seen as an analytical structure that covers all Brazilian CBT initiatives, especially because it will depend on each context and its specific management method. But it indicates, based on the cases studied in Brazil, that existing cooperative CBT arrangements can contribute to SLD – combined with the consideration of some works selected in bibliographical research, such as: Betti and Denardin (2019), Oliveira and Cardoso (2020), Oppliger and Oliveira (2022), and Rosa, Rosa and Nassar (2020).

Final Considerations:

This article showed that many CBT cooperative initiatives have been identified in Brazil, with the bibliographic research mapping 103 cases, in all regions of the country (North, Northeast, Central-West, South and Southeast). The four states with the most cases analyzed were Rio de Janeiro (28), Pará (18); Amazonas (15) and Ceará (15). Furthermore, it was concluded that CBT can generate effects for SLD, through cooperative processes that lead to endogenous-sustainable practices associated with environmental, cultural, economic, political and social factors.

Despite these important notes, it should be emphasized that this work did not propose or carry out a “census” of national CBT practices, much less exhaust mapping possibilities – having restricted itself to consulting case studies in three renowned bibliographic bases (Spell, Scopus and Web of Science). Because of this, it is suggested that future research should map CBT cooperative initiatives using other data collection techniques, expanding the ability to identify these enterprises.

Another limitation to be noted is that although the survey captured specific characteristics of each case and perceived connections between them, this methodological procedure did not allow for greater detail on contextual issues. In this sense, it is believed that it would also be pertinent to carry out qualitative studies in more depth, perhaps through interviews, observations or other qualitative techniques for on-site investigations.

Even though this work, like any other, has its limitations, it makes significant practical and theoretical contributions. The research made progress in identifying Brazilian cooperative initiatives, with descriptive data on their location and the studies being carried out on the topic. This is essential to mobilize subsequent investigations, mainly because there are not many technical and academic reports mapping CBT at a national level.

From a theoretical point of view, the present study is important to understand and discuss the implications of CBT cooperatives for SLD, which according to Almeida & Emmendoerfer (2023) is a subject that needs to be further explored in the literature. Furthermore, it is considered that understanding practices that can mobilize SLD is essential for peripheral countries like Brazil to be able to reduce relations of technological and economic dependence, in a sustainable way and based on their own culture and resources.

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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). Music is also part of destinations' intangible cultural heritage, and so it can be recognised as a tourism-driving force. Music tourism emerges as an interesting segment within the market. This phenomenon is observable 'where people travel, at least in some part, because of music' (Gibson and Connell, 2005), and music tourism can be recognised as a niche form of the wider cultural tourism, since it meets the request of a particular market segment (Novelli et al., 2022). Irish traditional music is an integral aspect of Irish culture and local tourism experiences (Foster, 2008), particularly in the form of sessions in pubs (Kneafsey, 2003; Kaul, 2009).

The village of Carlingford in Co. Louth, the smallest county of the Ireland, is an emerging niche destination where the potential of music as part of the tourist experience has not been examined. Located on the northern side of the Cooley Peninsula, on the southern shores of the fiord named after it (Carlingford Lough), Carlingford faces the Northern Irish coast. Carlingford is one of the finest medieval villages in Ireland (Oram, 2007, p. 3), with the slopes of Slieve Foye, a 579m hill, creating a tremendous backdrop to the village (Somers, 2010). Despite being easily accessible from major towns and the cities of Dublin and Belfast, and culturally rich (Smith, 1999, p. 10), allied to efforts by local businesses to promote the area as a tourist destination (McArdle, 2004), Carlingford and its surroundings are often overlooked in national strategies and campaigns (Roddy, 2015). I first visited Carlingford in June 2022, and I was impressed by its beauty and its location nestled between sea and mountain, but I was also surprised by the absence of significant numbers of visitors (both domestic as well as overseas). In 2023 and 2024, I attended a local Irish traditional music festival named *Féile na Tána*, a small community-led music initiative that enrich local life and tourist experiences too (Moley, 2015, p. 34).

Held around the beginning of February, *Féile na Tána* is a small music festival organised by Zoë Conway and John McIntyre, two internationally renowned performers (Ibid., p. 29). With a focus on educational aspects of Irish traditional music, it facilitates workshops for several instruments common to Irish traditional music with well-established Irish musicians. The festival includes concerts at the St Michael's Hall, a former parochial hall used for social occasions (Oram, 2007, p. 16; Carolan, 2023, p. 667), and sessions in local pubs and hotels. In previous research, Ciara Moley noted that 'traditional music in Carlingford is seasonal, with *Féile na Tána* one of the only musical events outside the tourist season' (Moley, 2015, p. x). The festival is sustained by a part of the local community (mainly families whose pupils are involved in the workshops), but it is also developing a returning community that comes back to Carlingford every year to join the *Féile* again (Ibid., p. 41). *Féile na Tána's* events are held in small venues around the town but the festival does not impact significantly on the urban environment and is not considered as a main happening for the village. Regardless, '*Féile na Tána* is creating a new musical space and forging an identity for Carlingford relating to traditional Irish music' (Ibid., p. 20). This small scale event, with limited capacity, reflects 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 as part of a broader, regional study, highlighting the contribution of music to placemaking and tourism enhancement. This village offers music community-based experiences that can be integrated into future tourism development plans. 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

Beyond music, the whole area is steeped in history. The peninsula hosts different prehistoric remains (Clarke and O'Sullivan, 1997, p. 7), while the most important Irish mythological cycle – *Táin Bó Cúailnge* (The Cattle Raid of Cooley) – is partially set here (Oram, 2007, p. 3).

Carlingford's foundation is directly connected to the Norman – and then English – conquest of Ireland (Smith, 1999). The name of Carlingford itself has Norse origins, meaning “the old witches’ fiord” (Kelly, 2023, p. 98). The village dates back to 1190, when Hugh de Lacy commissioned a castle, whose remains still face the Lough and are one of the most impressive heritage sites in the entire county. The castle was then named after King John, who visited it in 1210. The town developed rapidly between the 13th and the 15th centuries, becoming a defensive English bastion as well as a market centre and safe harbour (Jackson, 2016, p. 3). Before the Independence of Ireland, Carlingford and its peninsula were part of the economic hinterland shared by the towns of Dundalk and Newry. After the Partition of 1921, custom barriers between the new Free State and Northern Ireland were set up, and the Cooley Peninsula ‘languished in economic neglect’ (Oram, 2007, p. 3). Carlingford suffered for many years the condition of being a border territory and the perception that it was a politically disturbed area (Clarke and O’Sullivan, pp. 86-87). This condition lasted until the advent of the European single market in 1993, further enhanced by the abolition of the Irish frontier with the Peace Agreement of 1998; from then, the area enjoyed new prosperity (Oram, 2007, p. 31), and tourism was recognised as a key factor for local development (McArdle, 2004; Somers, 2010).

Carlingford benefits from the preservation of its Medieval character, which led to the recognition of the village as one of the Irish “Heritage Towns” (Gerry Clarke and Harold O’Sullivan, 1997, p. 16), and it is the departure point of the Ireland’s Ancient East Programme (Jackman, 2016). Tourism development in Carlingford began in 1876, when the railway arrived in town, and a first hotel was opened (Oram, 2007, p. 1). The railway was decommissioned in 1928, but the closure did not affect Carlingford as a holiday centre. Carlingford has a good supply of accommodation services catering for different levels in the market. The historic Carlingford Hotel was demolished, but new luxury hotels have been built. More affordable options are also available, and these include several guest houses (Wilson et al., 2018, p. 573) and one hostel (the only hostel available in North Louth). Carlingford offers also many fascinating pubs and bars. While during the week it may appear as a quiet village, Carlingford becomes the destination for many hen and stag parties during the weekend, with a following great consumption of alcohol and noise. Other facilities include a Yacht Club and a Marina (Clarke and O’Sullivan, 1997, p. 12).

The main attractions of Carlingford are represented by the King John’s Castle, a Dominican friary, and other medieval remains such as the Taaffe’s Castle, the Mint and the Tholsel (Oram, 2007, p. 3; Jackson, 2016, pp. 6-7). More recent buildings include the Carlingford Heritage Centre, and the Thomas D’Arcy McGee Memorial (Oram, 2007, p. 3). Beyond physical heritage, Carlingford also offers several outdoor activities, and it is a lovely point of departure to explore the surrounding area. The village is also the starting point of the *Táin Trail*, a long cycling trail that connects all the locations associated with *Cú Chulainn*’s story. In addition, the local Carlingford Adventure Centre

organises different outdoor sport activities including kayak, windsurf, hiking and zip-lines (Wilson et al., 2018, p. 572). Incorporating elements of Disneyfication, Carlingford and its mountains are also the last place where a Leprechaun has ‘officially’ been seen. A Leprechaun reserve was established – together with a Folklore park – and a “Leprechaun hunt” is organised every year in mid-April (Ibid., p. 572-573).

Carlingford is not isolated and the Carlingford Lough Ferry connects the Cooley Peninsula with the Mourne Mountains, sailing between Greenore and Greencastle, Northern Ireland. This is considered to be as one of the most engaging activities in the area, and new experiences were recently developed with specific tourism purposes, such as sunset or twilight cruises. Carlingford also offers unique food experiences. The local Brewing Company is opened to visitors (Wilson et al., 2018, pp. 571-572), while the oyster breeding tradition is celebrated with the annual Carlingford Oyster Festival (Oram, 2007, p. 3) but temporarily interrupted in 2022 because of a lack of support. Different events are staged in the village all along the year, like the Heritage Week, that proposes walking tours and a series of summer concerts (mainly Irish traditional music) at the local Heritage Centre (Wilson et al., 2018, p. 573; Carolan, 2023, p. 667).

Methods associated with this research include observation of and participation in *Féile na Tána*'s activities between 2023 and 2024. Aspects concerning the festival structure, its audience and its potential for local tourism enhancement are considered. I undertook ethnographic fieldwork aimed at the collection of qualitative data through participant observation and direct engagement within these music environments, in order to know reasons for visiting a place, a festival or to attend – as locals or as a visitor – a particular cultural event, and to understand participants' behaviours. The opportunity of participating in the music initiatives – both as a listener and a performer – enables to fully experience the subject. Fieldplay activity is realised in this research by joining traditional sessions and workshops, and this evidences performative opportunities for visitors and tourists (Rice, 2008). These activities enable to overcome the insider-outsider dichotomy, allowing researchers coming from abroad, with a different background, to fully understand and experience the context through a multi-faced perspective. Moreover, with regard to this study, this approach enables the experience of music (tourism) in the region from multiple observation points, according to the different ways visitors may experience it. Interviews with local musicians, as well as tourism stakeholders and the festival's organisers were conducted. This is contextualised with reference to literature review on Irish music, ethnography, tourism studies and the analysis of Irish tourism-related documentation. 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.

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 significant 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 musical heritage may contribute to increasing local musicians' sense of community, activated by a deeper understanding of living within a region with a rich intangible cultural heritage.

Voluntourism Stakeholders' Analysis

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Introduction

Voluntourism is the evolution of what started as volunteering trips for humanitarian aid, combining the recent years' urge for meaningful vacations by experiencing something different, standing out of the crowd. Voluntourism maintains a progressively popular form of travel that is not indifferent for the research community (Guttentag, 2009). Voluntourism holds a notable presence among 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 scientific 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 participants' 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, constantly receiving popularity and an estimated \$3 billion per year market (Gharib, 2021).

According to McLennan and Banks, "*voluntourism is the phenomenon that fuses the altruistic practice of international volunteering with the hedonistic thrills of the tourism industry, and it has been widely critiqued for commodifying development and reinforcing thin forms of neoliberal global citizenship*" (McLennan and Banks, 2019, p. 338). To understand the importance and structure of Voluntourism, as well as its' extend in a global scale, both in the developing and the developed countries - areas, it is essential to identify the major stakeholders. This research explores this form of traveling, adding a structured scientific analysis in the existing international scientific research on volunteering and voluntourism, by carrying out a stakeholder analysis-mapping of voluntourism.

This analysis is in two parts, which are inextricably linked. The first part analyzes the most common stakeholders found in the existing literature and address the impact of the stakeholders on the implementation of voluntourism programs as well as the impact of this form of travelling on each stakeholder. Based on the findings of the content analysis, authors proceed to the creation of a stakeholders' matrix and differentiate them based on the role, responsibilities and their type. The second part is the analysis of the relations between the stakeholders and their depiction will be represented into a diagram.

The contribution of this analysis is on detecting the variables that shape the image of the increasingly popular form of voluntourism globally, review emerging trends and map future research priorities on voluntourism. This approach defines the roles of the stakeholders while it helps to understand the connections between stakeholders and their significance. Findings from the research thus indicate that voluntourism has an increasing popularity on the developed world against the dominant view that it applies to developing countries. Examining the stakeholders as well their notions, contributes to our understanding of voluntourism and its relationship to

development and social justice, as well as highlighting overlapping and divergent features of the neoliberalisation of international development and citizenship (Baillie Smith and Laurie, 2011).

Literature Review

Voluntourism has become particularly popular among young individuals who have finished high school or enrolled at university or have just finished their studies and for a period of time, usually a year, the so called "Gap Year" they pause their studies and take advantage of it by travelling or working in order to gain experience before deciding what or if they want to study or where they want to work (Simpson, 2004). Some also include this experience in their CV whether or not it is related to their studies or their job (McGloin and Georgeou, 2015). The use of social networks and the tendency of young people to seek a different experience has certainly contributed to the popularity of these programs. At the same time, universities, willing to take advantage of the opportunity for young people to gain international experience with a strong element of community service, recognize and support the participation of their students in this type of programs (Hammersley et al., 2018). There are cases where such activities are included as part of the students' internship/apprenticeship with voluntary or compulsory participation, as well as programs that fund such activities as part of their studies or training in the workplace after their studies. Another category of voluntourists are pensioners. Retired people who have lived a life of adequate goods, health and financial comfort. Part of the mobilization of this age group is due to the attitude of Western governments to direct them to such activities to make use of these inactive economic and labor resources that they represent (Hansen and Slagsvold, 2020).

In addition to the objectives that were set from the beginning of this research, authors have identified some points to which special attention must be placed to understand the value of this research. Voluntourism has been on a steady growth course the last decade and has established itself as an innovative form of travel (McLennan, 2014). The relatively recent existence of voluntourism programs in developed countries in addition to developing countries, the emergence of platforms and agencies focusing on this subject is proof that there is fertile ground for growth (Hammersley et al., 2018). With the Sustainable Development Goals (SDGs) in mind, voluntourism programs promise additionally to being a form of sustainable and alternative tourism, participants to contribute the achievement of the goals set by the United Nations. Popular voluntourism platforms like VolunteerWorld or GoOverseas are openly supporting and integrate these goals into the choices of the facilitators and programs they run (Schech, 2017; Schneller and Coburn, 2018). Each program is usually accompanied by the marking of the goal or goals from the SDGs concerned (Go Overseas, 2023; GoAbroad, 2023; VolunteerWorld, 2023).

Methodology

The methodology used is content analysis and specifically stakeholder mapping. To illustrate their argument, authors examine the existing literature on voluntourism and list the stakeholders, dividing them according to their role and responsibilities. The outcome of the stakeholder analysis-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.

Stakeholder	References
Voluntourism Agencies	Baillie Smith and Laurie, 2011, 2011; Devereux, 2008; Griffiths, 2016; Hammersley, 2013; Lupoli et al., 2015; McLennan, 2014, 2019; Schech, 2017; Schneider, 2018)
Voluntourism Platforms	(Aquino and Andereck, 2018; Go Overseas, 2023; GoAbroad, 2023; Sujarittanonta, 2014; van Zyl et al., 2015; VolunteerWorld, 2023)
Facilitators	(Devereux, 2008; Hammersley, 2013; Hamzah, 2014; Hernandez-Maskivker et al., 2018; Jakubiak, 2020; McMorran, 2017; Rozakou, 2012; Schech, 2017; Tsartas et al., 2020; van Zyl et al., 2015)
Voluntourists	(Bright Founder, 2015; Broad, 2003; Cousins and Sadler, 2009; Devereux, 2008; Doidge et al., 2020; Germann Molz, 2016; Griffiths, 2016; Guiney, 2018; Hammersley, 2013; Hansen and Slagsvold, 2020; Jakubiak, 2020, 2012; Kontogeorgopoulos, 2014; Lyons, 2003; McLennan, 2014; McMorran, 2017; Millerman, 2016; Schneider, 2018)
Local Community	(Aquino and Andereck, 2018; Baines and Hardill, 2008; Broad, 2003; Coghlan and Gooch, 2011; Coren and Gray, 2012; Hammersley et al., 2018; Hamzah, 2014; Heu, n.d.; Kontogeorgopoulos, 2014; Levinson, 2020; Lupoli et al., 2015; Madziva and Chinouya, 2016; Palacios, 2010; Spalding, 2013)
Local Businesses	(McLennan, 2019; Messmore and Davis, 2020; Omoto et al., 2012; Woosnam and Lee, 2011)
Mass Tourism Businesses	(Broad, 2003; Coren and Gray, 2012; Guttentag, 2009; Kontogeorgopoulos, 2014; McLennan, 2019; Schneller and Coburn, 2018)

Table 1. Stakeholders in the existing literature

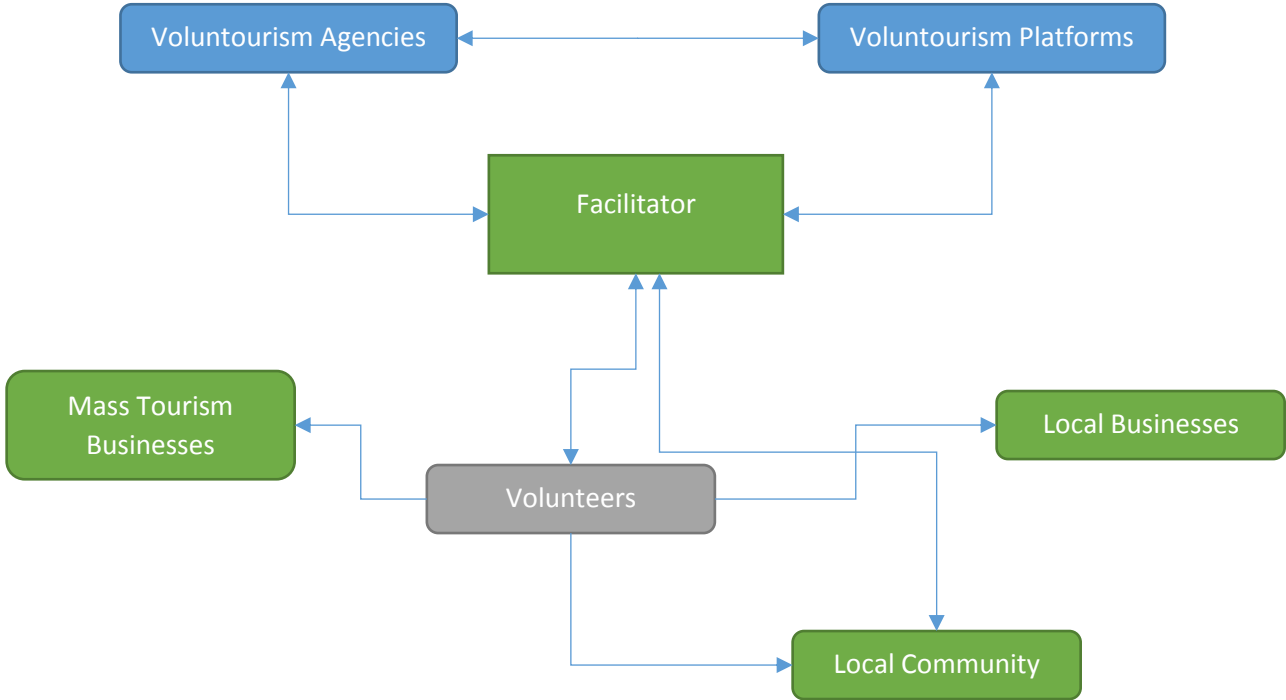


Diagram 1. Voluntourism Stakeholders Relations Analysis Mapping

Scientific Contribution

The scientific contribution of this research 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 knowledge from previous documentation available and 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 a 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.

Conclusion

In the existing literature with reference to voluntourism authors identify the stakeholders mentioned in this research. Their existence was scattered as in each research authors identify some of them but not all, collectively. Their reference is related to the perspective of each author. Through this research, authors provide foundation to combine information from previous documentation available, to provide the academic community with a record of the key stakeholders of voluntourism. Furthermore, through the analysis of the relations between the stakeholders and the visual representation, authors provide a reference point for further research. It is apparent that there are many gaps regarding the individual relationships of stakeholders, the forces they exert on each other and the possible parameterization depending on the scope of voluntourism.

Another observation made during this research is that the majority of the existing research on voluntourism, approaches this alternative form of travel from a humanitarian-social perspective. Through this research authors therefore verify that voluntourism is an alternative form of tourism that implies a tourism product.

Through the process of the stakeholder analysis, it was noticed that one of the key stakeholders of voluntourism can take different forms. In order to proceed to identification, as his role is specific, we have come to introduce the term "Facilitator". This will be useful for future research as in the literature to date the physical status of the "Facilitators" is used as a reference which makes it challenging to establish a link with other relevant studies.

From the analysis following the matrix, the relations of synergy and cooperation between stakeholders as well as the interdependencies that exist became clear. It becomes easier to understand the connection between them which could be valuable for future research. Furthermore, it is evident from the matrix that each stakeholder has its own position in voluntourism. This means that the role of each one has some limits, perhaps informal, and depends on the other stakeholders involved for the success of their programs. The distinction between some stakeholders and their roles has not been clear so far as in the existing literature some of them are usually referred to by their status or their roles. This is especially found in references concerning "Facilitators", "Voluntourism Agencies" and "Voluntourism Platforms" where the difference between their roles is not specified, as well as they may be confused with "Facilitators". Through this context we were able to determine the differences, especially when contrasted with other researches. While "Facilitators" might be the stakeholder to operate locally and be responsible for the implementation of voluntourism programs, they highly depend on synergies with "Voluntourism Agencies" and "Voluntourism Platforms" to attract Voluntourists. "Voluntourism Agencies" main roles are to carefully select the collaborating "Facilitators" and guide "Voluntourists" to the program that best suits them. "Voluntourism Platforms" give potential "Voluntourists" the freedom to research, compare and find themselves the "Facilitator" and the program that best suits them. Moreover, for some stakeholders such as "Voluntourism Platforms" the available information is limited in the existing literature, nevertheless, their footprint is evident.

The lack of information may be due to their recent appearance on the scene. Information on fees and accommodation is also lacking in the existing literature.

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