



Association for Tourism
and Leisure Education

**Experiencing difference.
Changing tourism and tourists experiences**

ATLAS Reflections 2009

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**Edited by:
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Leontine Onderwater**

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Introduction

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Dear colleagues,

This has been my fourth year as co-ordinator of ATLAS and it has been a good year, especially in terms of events and Special Interest Group activities. Thank you as always to Leontine, Jantien and Linda for their ongoing hard work on the day-to-day management and administration of ATLAS.

Conferences and Events

Last year's annual conference in Brighton was a great success. The event was really well organised thanks in particular to Nigel Jarvis and Merz Hoare. A total of 130 delegates attended and enjoyed the academic programme, lively social activities and lovely location. Surprisingly, it was the first time that an ATLAS conference had been held in the U.K. The event was held in conjunction with EPOCH's annual conference since the heritage-focused theme appealed to both groups.

We are very much looking forward to this year's conference in Aalborg, Denmark. Planning is also well underway for the 2010 annual conference next year in Cyprus, which will take place in November with the theme *Mass Tourism versus Niche Tourism*. There will also be a conference in Gaborone in Botswana organised by ATLAS Africa from July 1st -3rd 2009 with the theme *Tourism for Development: Environmental sustainability, poverty reduction and empowering communities*.

There were also SIG meetings in Warsaw in November 2008 for the Business Tourism SIG and a Winter University in Barcelona in February 2009. There will be a joint ATLAS and CAUTHE symposium on Volunteering and Tourism from the 14th-15th July 2009 in Singapore.

Special Interest Groups

This has been a productive year for many Special Interest Groups. Thanks as always to the SIG Leaders for organising and motivating their groups to participate in events, research and publications. Examples of activities include the following:

The Cultural Tourism SIG is currently working on a publication *Research Methods in Cultural Tourism*, edited by Greg Richards and Wil Munsters. The Cultural Tourism Research Project also continued in 2008 with questionnaires being undertaken in nine countries. The research programme will continue in 2009. The Business Tourism Research Group is consistently active with a successful meeting every year. The most recent was held in Warsaw in November 2008 with participants from twelve countries and the next will be in Liverpool in November 2009. There has also been an initiative to create a LinkedIn group for the sharing of data, case studies and publications. Finally a publication will be edited by Rob Davidson (the SIG Co-ordinator) called *Advances in*

Business Tourism Research. The Spa and Wellness Group produced a number of case studies in 2008 which were included in the book *Health and Wellness Tourism* edited by the SIG Co-ordinators Melanie Smith and László Puczko. The Spa and Wellness visitor research questionnaire was also piloted in Italy and Portugal. Members of the SIG have also been involved in speaking at Health Tourism conferences and developing curricula, as well as some regional and national projects (e.g. Nordic Wellbeing, the Australian health and wellness tourism industry). The Capital City Tourism Research Group have produced a publication edited by the Co-ordinators Robert Maitland and Brent Ritchie entitled *City Tourism: National Capital Perspectives* to be published by CABI in 2009. A future research project on the self-image of cities is also being planned. In 2008 a new SIG was launched called Volunteer Tourism, and this group has made a dynamic start thanks to Angela Benson its Co-ordinator. The group are focusing on organising a joint symposium with the CAUTHE SIG on Volunteering and Tourism in 2009, as well as contributing to an edited book and journal on this theme.

Publications

ATLAS has a wide range of publications, which are available to all members for very reasonable prices. Please check out our list on the website (<http://shop.atlas-euro.org>). New publications include the *European Cultural Capital Report 2 (2009)* edited by Robert Palmer and Greg Richards, as well as a series of conference proceedings from past conferences. This includes African conferences with papers edited by René van der Duim and M. E. Kloek published in 2008, and a series of papers from Barcelona about Creative Tourism edited by Greg Richards and Julie Wilson (2008). Krzysztof Celuch, Rob Davidson and Leontine Onderwater, have been working very hard to publish "*Advances in business tourism research. A selection of papers presented at ATLAS Business Tourism Special Interest Group meetings*" just in time before the ATLAS annual conference in Aalborg.

Winter University

The ATLAS Winter University typically consists of a 7-10 day programme of lectures, workshops, excursions, and fun social and cultural events for students from all over the world. There are usually around 50 -100 students from more than 10 countries. A small team of lecturers of different nationalities come together in changing locations to deliver lectures and co-ordinate workshops on a range of subjects.

Following the success of the ATLAS Winter University in Sibiu, Romania in 2007, Greg Richards hosted the 13th ATLAS Winter University in Barcelona from February 18th to March 1st 2009. The theme of this year's event was Tourism, Leisure and Creativity, to reflect the European Year of Creativity and Innovation in 2009. The Sant Ignasi tourism school collaborated with Creative Tourism Barcelona and Co-Creations to develop the programme which was attended by 60 students from 12 institutions. Evaluations showed that there was an extremely high satisfaction rate. Thanks to Greg and his team for running this event and making it so enjoyable for all concerned. There are now plans to stage a Winter University in Slovenia in 2010.

ATLAS regional groups

The regional groups continue to do good work and help our members in different regions of the world to gain the most benefits from their membership of ATLAS.

ATLAS Africa has held a series of increasingly well-attended and successful conferences which started in 2000 in Mombasa. The group is currently busy organising the next conference in Botswana for July, the theme of which is *Tourism for development: environmental sustainability, poverty reduction and empowering communities*. The conference is often bi-annual due to organisational or financial restrictions, but the last conference in Kampala in 2007 attracted 110 delegates, which is more than some of the annual ATLAS conferences. Following the conference, proceedings will be considered for an edited book. ATLAS Africa members are also involved in a collaborative project amongst Eastern African institutions on the development of pro-poor tourism supervised by Dorothea Meyers of Sheffield University and Rene van der de Duim of Wageningen University, the Netherlands. Thank you to John Akama for his ongoing hard work in this region and our congratulations on your new position as Principal of Kisii University College in Southwestern Kenya.

ATLAS Europe has been active this year in gaining access to more European Commission projects, including an invitation to become a member of the Sustainable Tourism Group (TSG) of the European Commission. A successful research project was also undertaken concerning *Employment in the social tourism sector*, which integrated several ATLAS partners for qualitative research (see www.bits-int.org). There has also been a bid for the European Frame program 7 (FP7) on *Transforming Societies: Social Tourism (ST:TS)*. ATLAS is also involved in a TEMPUS project on tourism curriculum development in Siberia. Thanks to Henrik Halkier for his co-ordination of the latter project, and many thanks to Anya Diekmann for her role as Co-ordinator of ATLAS Europe and for making such good progress with research bids this year.

ATLAS Asia-Pacific members are consistently active in networking within this region, including summer and winter schools and faculty/student exchanges. A conference will be organised in 2010 or 2011. Thank you to Malcom Cooper and Florence Ian for co-ordinating this group.

ATLAS Americas has not yet been formally established as a regional group, but interest has been expressed in organising a conference in this region (ideally in Central America) in order to encourage membership.

We hope that all members continue to enjoy their activities undertaken within ATLAS. If you would like to get more involved in ATLAS or to initiate a project or host an event, please do let us know. Otherwise, I wish you a good year and look forward to meeting many of you in Aalborg.

With very best wishes,

Melanie Smith
Co-ordinator of ATLAS

Experiencing Difference. Changing Tourism and Tourists' Experiences

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Introduction: You want to make a memory?

Experiences have always been a central part of tourism - from the educational pursuits of the 17th century Grand Tours to the extreme sport endeavours of the present day. What seems to have changed most significantly within recent years is the efforts and ingenuity that tourism marketers put into creating experience possibilities that set their tourism destination, attraction, accommodation facility or other types of tourism services apart from competitors' and make their offers memorable and therefore the favoured choice among tourists. All forms of tourism are in other words becoming 'experienced': gone are the days where business travellers were accidental tourists aiming to make travel as predictable and dull as possible, now boutique hotels and alternative ways of organising meetings are queuing up to make even the most mundane professional activity a pleasant memory. And though the tourism experience is intrinsically personal - a marriage between expectations, actual encounter and memories - the tourism marketer still has the possibility to heavily influence the experience in a given direction, especially if market research has been central in forming the experience offer. A market-driven approach as described here, or outside-in approach, in which the market determines the offers of the destination or attraction, may, however, be questioned, as it can be argued that tourism marketers should rather focus on developing experience possibilities that are closely tied to the identity and cultural heritage from which they originate. Hence an inside-out approach is also traceable in the experience literature which is tied up closely with the discussions on authenticity that repeatedly appears in a tourism context. Rather than seeing these two approaches as incompatible opposites, it may make more sense to see them as the two ends on a continuum, which also suggests that various degrees of combinations of the two may be adopted both by scholars and practitioners.

Experiences are, in other words, no longer just personal chance encounters that happen to be memorable and recountable, they are actively produced by private or public providers of goods and services, destination management organisations, place marketers, and cultural and other public institutions in anticipation of positive responses from customers, visitors, and users to the calculated addition of 'a little extra' that makes buying, staying or visiting more memorable than it would otherwise have been. Some would undoubtedly argue that this development is simply the next step in the marketisation and institutionalisation of even more aspects of human activity, while others would see this as creation of new possibilities for individuals to engage with the surrounding world, but under all circumstances the increased emphasis on experiencing experiences constitutes a challenge not only for researcher in tourism and leisure studies, but also for practitioners engaged in production and consumption of experiences. In the following five central aspects of this challenge are outlined briefly, introducing key dilemmas which the rise of the experience paradigm would seem to entail.

Experience – What’s in a name?

Many of the debates concerning the role of experiences in tourism and leisure can be traced back to the basic question of what is being understood by the word ‘experience’, and a distinction that has often been made is that between economic and socio-psychological approaches to the field, with the former focusing on e.g. business strategies for experience development (e.g. Pine & Gilmore 1999, Quan & Wang 2004, Lyck 2008), and the latter concentrating on the ways in which individuals engage in and become co-creators of tourist experiences as part of their social life (e.g. Urry 2002, Csikszentmihalyi 1997, Jantzen & Vetner 2007, Mossberg 2007). While this disciplinary-based distinction may in many ways be helpful in order to remind us of the very different meanings of the term ‘experience’, this will, hopefully, not serve as an excuse for mutual ignorance so that e.g. economists do not have to bother with making sense of consumption but can concentrate single-mindedly on the production of frameworks for experiences. Such a division of labour would be unfortunate because, as has been forcefully argued by e.g. Bærenholdt *et al.*, experiences are both produced and consumed (Bærenholdt *et al.* 2004), and the balance between producers and consumers in terms of initiating and controlling experiences is highly variable and depend on the concrete actors involved in specific socio-economic processes (Ek *et al.* 2008). While much work remains to be done with regard to experiences on a disciplinary (business-economics or socio-psychological) basis, a pressing conceptual challenge would appear to be to improve the understanding of the relationship and interaction between producers and consumers of experiences. The issue of conceptualisation is, however, by no means just an academic exercise in ‘concept crunching’ but something which can have profound practical consequences: when tourists are seen as co-creators of tourist experiences, the need for service providers to know more about the uses made by tourists of their experiences clearly increases, and, vice versa, the conscious production of new experiences by private firms and public institutions have important implications for the oft-repeated need for tourist experiences to be authentic.

Anything new under the sun?

Studying the characteristics of present-day tourist experience formation is therefore pivotal both for the development of more appealing experience offers and for gaining a thorough insight into the socio-psychological mechanisms behind tourism behaviour and choice. Consumer research is hence preoccupied with the processes involved in turning activities and sense impressions into experiences, the influence of expectations and memories on experiences and the role of social conventions and peer group pressure in forming an experience, just to mention some of the most salient focus points (Csikszentmihalyi 1997, Jantzen & Vetner 2007, Mossberg 2007). Though many ‘experience studies’ have been conducted in the context of other consumer goods than tourism, they are nonetheless highly useful in developing our knowledge of tourists’ experiences and contribute to our insight into the area. One salient characteristic that these studies have identified is the increasing demand for co-creating one’s own tourism activities (Mossberg 2007, Jantzen & Vetner 2007). This clearly challenges the passive sight-seeing mode of classical tourism endeavours and puts focus on active participation, multiple sensuous stimuli and individual consumer choice. Having the opportunity to participate and make individual choices go hand-in-hand with using tourism experiences as vehicles for identity construction, and just like with other types of high-involvement consumption objects, holidays are increasingly tied up with identity building projects through which consumers try to communicate to themselves and not least the surrounding world who they are or wish to become (Holt 1995, Therkelsen & Gram 2008). Hence experience formation through active co-creation,

which sometimes may be an end in itself and at other times a means to a more profound project of identity building, is one of the most recent contributions to our understanding of tourists' experiences.

Dreamworks?

The increasing focus on providing experience offers as a selling point rather than just services creates a pressure on private firms to innovate in terms of products and branding, and these pressures are likely to be handled differently by large, small and micro enterprises, depending on the cultural setting and the character of the tourist product (Hanefors and Mossberg 2007, Ek *et al.* 2008, Halkier *et al.* 2009). In some contexts the notion of producing experiences is a very straight-forward one, for instance in events-based tourism where it is patently obvious that activities are staged specifically for the consumption of visitors and local residents. In other circumstances introducing the e-word will constitute a limited addition to existing services, e.g. when small accommodation establishments make a conscious effort with regard to storytelling about the locality, something which appears to be an extended version of traditional forms of hospitality. And in some contexts the notion of experiences may be seen by custodians of tradition as being of little relevance because the service provided is perceived to be of a different, e.g. educational or existential, character as in public museums or nature reservations where the e-word has often been associated merely with passive entertainment-type activities of a commercial nature. But still the issue of demand for experiences is also salient: what do firms and other service providers know about their prospective customers' preferences, including those who may want the tourism offer to stay 'the way it has always been'?

Three steps to heaven

The notion of experience development can function as a convenient buzzword for destination management organisations that can strengthen their role as coordinators of fragmented tourism offers through supporting networks, hallmark events, place branding and private-sector innovation and entrepreneurialism (Novelli *et al.* 2006, Halkier *et al.* 2009). A focus on experiences may be able to build bridges between a wide range of activities which have not traditionally been associated with tourism, such as fashion, architecture, design, sport, edutainment, and may also help to blur further the line between tourism and leisure as social activities. The challenge with regard to destination-wide coordination of tourism experiences would appear to be dual: on the one hand to make sure that touristic concerns are not subsumed under local leisure priorities, and on the other hand to maintain local support and involvement in e.g. high-profile externally-oriented events which rely on massive efforts of committed volunteers. But again the importance of knowing the use and meaning made of different activities by customers is important, while avoiding focusing on production of a narrow range of entertainment-type experiences that individual visitors can be charged for participating in. There may be no such thing as a free lunch, but still the potential importance of free access to evocative places and events should not be overlooked.

Localised star quality

Issues of place attachment and a local sense of cultural heritage and authenticity are potentially in conflict with the creation of innovative tourism experience offers as well as the presence of hordes of experience-seeking tourists (Greenwood 1977, Wang 2007), but at the same time the experience industry may be a salient provider of additional jobs and income to the benefit of local inhabitants. Developing 'experience places' seems to be

approached from at least two angles: One approach is to try to minimize local impact by segregating mentally as well as physically local inhabitants and tourists, for instance by means of all-inclusive tourism resorts, where the experience offers are constructed only with attractive tourist markets in mind and consequently where local interests and ideas are given minimal, if any, attention. In this case additional income is at best what local inhabitants gain. Another, quite opposite, approach is to try to maximise benefits for local inhabitants by developing experience offers that revitalise and enrich places to the benefit of both tourists and local inhabitants. Viewing tourism development as an integral part of the place identity, giving due attention to the authenticities of the place, has the potential of bringing locals' interests in focus and hence the experience industry may help make the destination an attractive place both to visit, work and live in.

Experience and Experiencing: Concluding remarks

As has been demonstrated, supply-side activities of creating experience offers, demand-side processes of experience building and local inhabitants' stake in 'experience places' are multi-faceted and complex, and destinations and individual tourism providers are well-advised to consider not just own ambitions and goals for their experience offer but socio-psychological processes of experience creation on the part of tourists as well as local interests and engagement in turning places into experience meccas. Understanding these multiple aspects of experiences is clearly central to present-day tourism research as well as practice, but this is not to say that experiences are a magic wand that has transformed tourism into a totally new field. Experiences have always been an inherent part of tourism, just as tourism has always consisted of more than experiences – demand and supply of concrete services and facilities, environmental impacts and policy measures to limit these, private-public cooperation and different interest configurations, just to mention a few areas that may be unrelated to 'the experience paradigm'. It is therefore necessary to consider experiences as part of a larger tourism picture that is constantly in motion and reaching for new horizons.

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Bringing the Roman times to life: Options for an experience orientated staging of cultural heritage

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Abstract

The last decade has seen an experience orientation with a particular focus on leisure parks and new tourist attractions such as Urban Entertainment Centres, Brand Lands or Tropical Baths.

The professionalism in staging different leisure and tourist attractions has led to a rise in the level of visitor expectation even in other fields of tourism. Today, even the visitors of cultural urban tourism and heritage sites are not satisfied by only watching or walking through the attractions, but expect a more sophisticated presentation. These expectations must be faced by urban destinations in order to position themselves competitively.

In this paper different good practice examples and future options for innovative ways of staging cultural heritage – with a special focus on Roman times – are presented:

- Event and adventure performances or tours at historic sites, which take the audience on a thrilling journey into the past.
- Historical markets and festivals, which allow a more comprehensive approach towards the past.
- Integration of culinary arts and historical baths to address all senses of the visitors (including e. g. specific forms of crime dinner)
- Living history with the incorporation of historical tools, activities and costumes in the form of interactive presentations, where the visitor is leaving the role of a mere passive observer (sometimes with the incorporation of historical re-enactment).
- Live action role-playing game (LARP) as a very intensive option to address all spheres of experience.

The common intention of all these ways of staging is to give the observers and participants a sense of stepping back in time and to convey a sense of the everyday life of a certain period in history. The intention is to make the audience really feel in the midst of former times. The general approach is often that the audience takes an active part in bringing the past back to life.

The aim of those activities is always to address and attract a broader public at historical heritage sites. At the same time the analysis of innovative offers has to be seen in the light of recent developments in the leisure society, which include reflections on the visitors' disposition as well as a re-interpretation of the relationship between popular/everyday and high/elite culture.

This in turn leads to a general consideration of perspectives that add value to cultural heritage as leisure and tourism potential by innovative staging.

Introduction

The last decade has seen a kind of 'EVENT-ization' in many fields of tourism. Today a countless number of events and festivals try to attract potential visitors. At the same time an expanding engagement to present history and heritage by means of festivals, exhibitions or spectacles is to be observed in different tourist destinations.

Seeing the multitude of different events with the resulting high number of competitors addressing potential visitors the question arises which factors have to be fulfilled when aiming at successfully conceiving historically oriented events in cultural tourism.

Cultural heritage has always been important in shaping leisure and tourism products (*Steinecke 2002*). In particular regarding currently booming urban and city tourism, cultural attractiveness is relevant (*DTV 2006*). Especially in Germany – which is about to establish itself as an appealing incoming destination (*Deutsche Zentrale für Tourismus 2006*) – cultural urban tourism becomes more and more meaningful.

In order to position an offer successfully in this tight market, it has to be adapted continuously to the market's quality requirements and the most important trends in demand have to be selected proactively. Since the 1990s the creation of experiences is one of the key elements for the success of leisure and tourism supply. The orientation towards creating experiences was at first served by artificial leisure worlds but it gains more and more significance in cities as well with intensifying the usage of events to increase a location's attractiveness.

The market success of a culture-orientated facility and/or cultural urban destination is therefore determined substantially by generating products, which are orientated towards target groups and experience creation. Thus, the way of staging and therewith the development of extended benefits is highly important (*Hartmann 2005*), one example being the valorisation of urban historic sites with the help of events.

Many classical means of staging were successfully introduced within the last years. It is to be expected that their effectiveness as a factor of attractiveness might reduce in the future, if no innovative ways of staging are developed. With regard to these future forms of staging, it can be observed that visitors do not experience historic sites any longer only passively and receptively. Recent types aim at a new dimension of experience which tries to assign a far more active role to the visitors.

Thus the guest is included into the staging process which on one hand enables more intense forms of experiencing. At the same time the borders between demand and supply become blurred because the active participation finally leads to the situation that every visitor acts as part of the staging process for other visitors and vice versa. This paper will explore those current developments by using the example of the city of Trier (Germany).

The focus of this paper ranges from the consistency of the event with the core product of the destination, to a distinct identification of the target group and an appropriate orientation of the product to the quality level and the high-performance staging allowing an immersion of the visitors into the past. The role of market-communication strategies with a special focus on internal marketing which means using the population as multipliers by creating an

identification of the population with the product to induce word-of-mouth marketing shall be discussed as well as the question of cooperation with destination management and marketing organisations and tourism enterprises to create regional network synergy-effects.

Experience-oriented staging as an instrument to differentiate/profile the tourist offer

“Culture is most arguably the most important raw material for the creation of experiences”
(Richards 2001)

Since the 1970s ‘experience’ became a more and more important component of the notion of culture because of the increasing meaning of experience culture and event culture. This is reflected today e.g. in experience-oriented shopping malls and leisure parks (Reinhardt 2007).

Among the various classical experience market and experience products, culture *“most arguably (represents) the most important raw material for the creation of experiences”* (Richards 2001). Culture therefore has to be considered as a marketable product. The demand side actually shows an increasing interest in culture, in particular in a staged and experience-oriented culture.

The definitions of staging in tourism are manifold but mostly the term ‘staging’ is used in theatre. In the German language area, staging is often defined as *“... the market-orientated realisation of themes relevant to tourism through diverse institutions, organisers, partners and media based on a clear concept”* (Steinecke 1997). It further refers to *“generative processes, which conceptualise and realise – to ideas that link the imaginary, the fictional, and the real (empirical) together in a specific way”* (Scheurer 2003). Staging gains more and more importance as a critical success factor in the touristic competition, because the customer no longer only requests tourist services but claims experiences (Kronenberg 2006). Therefore it also describes an instrument to profile the tourist offer.

Core components of successful staging are:

Imagination: Illusion and staged facades as authentic as possible are part of it. The setting can be more beautiful and impressive than reality. Imagination does not get along without setting or dramaturgy.

Attraction: Special attractions make the event incomparable. The feeling of uniqueness and something extraordinary adjusts together with the surprising and the unpredictable.

Perfection: Everything Goes! But it requires a high level of perfection. No mistakes are allowed, everything must be planned in detail and as perfectly as possible.

Identification: The feeling of togetherness/common identity only develops when guests and natives are integrated honestly (Romeiss-Stracke 2006).

This staged tourism brings forth/expresses a new manner of tourist experience which (shall evoke) evokes those positive impressions. Basic requirements for a successful and experience-oriented „staging of the authentic” are referring to Gross (2004):

- High emotionality of attractions and products (adventure, pleasure, experiences etc.)
- Involvement of the five senses,
- Significance of the external factor (physical attendance) and the obligation to cooperate (integration of persons and use of specific moods)
- Knowledge of the target group’s desires and needs as well as originality and therefore being highly bound to spatial requirements/conditions.

Staging does not mean to put artificial and not regionally adapted decorations or constructions but emphasising the essential and leading the guests towards the extraordinary. Thus an experience can be granted which is easy to learn and entertaining (Scherrieb *et al.* 2006).

In a tourist destination, the location represents a brilliant facility to supply the topic and support the staging through the ambiance (Inden-Lohmar 2006). The cultural heritage enables experiencing the past (Nuryanti 1996, S. 338). To interpret and experience a cultural/historic site is a crucial component of the experience-oriented staging.

Classic places of staging are urban entertainment and mixed use centres, staging in hotels and in gastronomy as well as modern thematic museums. Besides those processes, events become important to stage cultural offers which will be highlighted now.

Experience orientated staging through events

Due to several reasons, events are considered to be an adequate instrument of staging to profile a destination in the mature tourism market.

- By orientating on actual developments within the target groups (trend towards short trips, experience orientation), they generate a value that is relevant to the market.
- The high media presence leads to cumulative effects within a broad market segment.
- They offer an experience which is associated with the destination also in the long run (Fontanari/Partale 2006).

Nevertheless “*only new ideas (offers) or historically or regionally based events still achieve impacts*” (Steingrube 2003). Therefore, events must have a distinct profile, which is goal-oriented and possesses a professional concept and organisation (Romeiss-Stracke 2006). To achieve the goals they have to be oriented towards the customer and therefore be attractive and entertaining, to reach the participant in a positive manner and to guarantee a planned and perfect procedure (Holzbaur *et al.* 2005). Customer orientation is particularly important because participating in events is on a voluntary, short-term basis and can be terminated any every time (so called exit position) (Wopp 2003; Pechlaner *et al.* 2006). The supply side should therefore try to create positive and to avoid negative impressions in any case.

During the event, this can be achieved by the following criteria:

- positive impressions, experiences and emotions,
- additional benefit on top of the basic event content,
- diversity of events, media and perceptions,
- the participants should be activated positively and
- organisation and staging of the process (Holzbaur *et al.* 2005).

Presentation of the case study: actual experience orientated staging of the Roman past in the city of Trier

In about 300 A.D. the city of Trier became during the reign of Emperor Konstantin for about fifty years the capital of the Western Roman Empire. The traces of these period result in one of four city gates (c.f. photo 1), an amphitheatre, three thermal bath complexes (c.f. photo 2) and the reconstructed palace of the Emperor. The roman period can be seen as the core and USP of the tourist product in Trier.

Photo 1: The former northern city gate called “Porta Nigra” in Trier



Source: www.trier.de

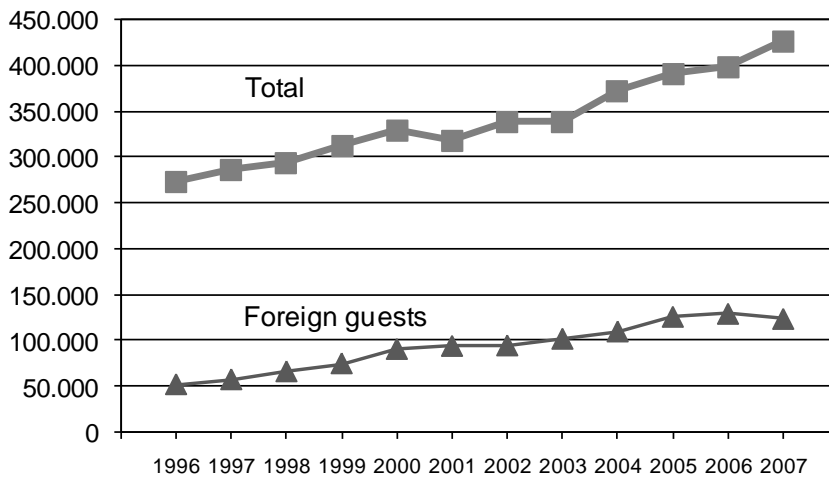
Primarily based on cultural tourism Trier as one of those medium sized German cultural towns saw during the last 10 years an 50 % increase in overnight stays (c.f. figure 1). Especially remarkable is the fact that during this period the number of international tourists has more than doubled.

Photo 2: The so called “Kaiserthermen” (thermes of the



Source: www.trier.de

Figure 1: Development of tourist arrivals in Trier 1996-2007



Source: Tourist Info Trier 2008

Events in (cultural) historic sites

A first approach to a certain experience orientated use of the Roman past is quite traditional. For a couple of years historic sites have been used as settings for diverse cultural performances, which generated a synergy between the valorisation of historic sites and cultural events. In Trier, examples are the so called “Moselfestwochen” (Moselle Festival Weeks) and the “Antikenfestspiele” (Antique Festival). Here, classical concerts and operas are performed as open-air events on the historic sites such as the ruins of the roman baths and the amphitheatre. The roman heritage provides a setting in order to increase the experience value of the performances (see photo 3).

Photo 3: Moselfestwochen and Antikenfestspiele use the historic sites as setting for classical performances



Source: own photo, logos Antikenfestspiele and Moselfestwochen

Event performances in Trier

A second approach towards a more experience orientated staging of the product refers to guided tours through the monuments. Apart from traditional guided visits the sites have been used since 2004 as settings for so called “Erlebnisführungen” (event performances). Compared to the traditional approach of the Moselfestwochen and the Antikenfestspiele, these events performances integrate the historical settings more intensively and the experience orientation is thus more intensive.

So within the context of event performances in historic sites, no traditional guided tours are offered any more. In fact, professional actors play the roles of fictitious historical people following an existing screenplay in the respective places/sites (see figure 2). Thus, conveying historical information about the sites does not stand in the limelight anymore. This form of “playing the site in a theatre-like way” tries to bring the former life back to today’s cultural/historic monuments as imagined former participants are playing their story linked with the respective monument/place.

Photo 4: Actors of the event performances



Source: Tourist Info Trier


Figure 2: Plot of an event performance in the roman baths in Trier

Event performance: Betrayal in the Imperial Baths

The story ...

- It is AD 367 ... Uncertain times! The borders of the Roman Empire are constantly being threatened. The inner workings of the Empire are also in turmoil. Uprisings and attempts to overthrow the Emperor occur frequently - intrigues are the order of the day.
- Emperor Valentinian delegates his veteran tribune Mallobaudes to a secret mission to Trier. For he knows that only a Frankish nobleman like Mallobaudes has the influence to divert the conspirators from their plan. A suicide mission! When the secret mission is leaked, Mallobaudes is branded as a traitor by his enemies at court. And that can be dangerous for the Emperor as well. Experience a fascinating epoch live with the Tribune Mallobaudes during the tour through the Imperial Baths in which Trier moves into the center of Roman global politics. It is a time of radical change and insecurity foreboding the approaching end of Roman power.

Mallobaudes will take us along on the thrilling journey into the past ...



Source: www.erlebnisfuehrungen.de

The script for the first event performances was provided in 2000, in 2004 already three event performances were offered (see photo 4). Between 2004 and 2008 about 3,200 performances were put on with about 116,000 spectators. Because the capacity of the three locations is already saturated and the performances are usually fully booked in advance, a fourth performance was conceived in the year 2007 (more exactly see *Wipprecht 2007*). The involvement of the participants, who are addressed e.g. as Roman soldiers and in this role also get tasks of 'their' Centurion, aims to positively activate the participants. They can be considered to form substantial elements of 'taping' the urban space and thus promote the "experience area city".

Roman games in Trier – the event “Bread and Circuses“

A further form of staging the cultural heritage with even more active participation and therefore experience orientation is represented by the event “Bread and Circuses” (Brot & Spiele). Originally a summer camp for young people, the Roman ruins are brought back to life by emulating Roman encampments, playing gladiator fights in the arenas and simulating Roman market places (see photo 5).

Photo 5: Legionary encampment and gladiator games bring life back to the Roman ruins



Photos: Jennifer Arleth

Similar events have been established in recent years of which those of Carnutum in Austria are one of the most popular. The basic principle being the same as in the “Brot und Spiele” event in Trier: trying to activate the visitors who instead of being mere spectators are integrated into the course of the event.

Other examples for a similar experience orientated way of processing the cultural potential are medieval events where amateurs become more and more involved as they wear costumes, play roles and participate actively during the event. One example is the so called “Burgenfest Manderscheid” (Castle Festival Manderscheid) in the low mountain region of the Eifel (c.f. photo 6).

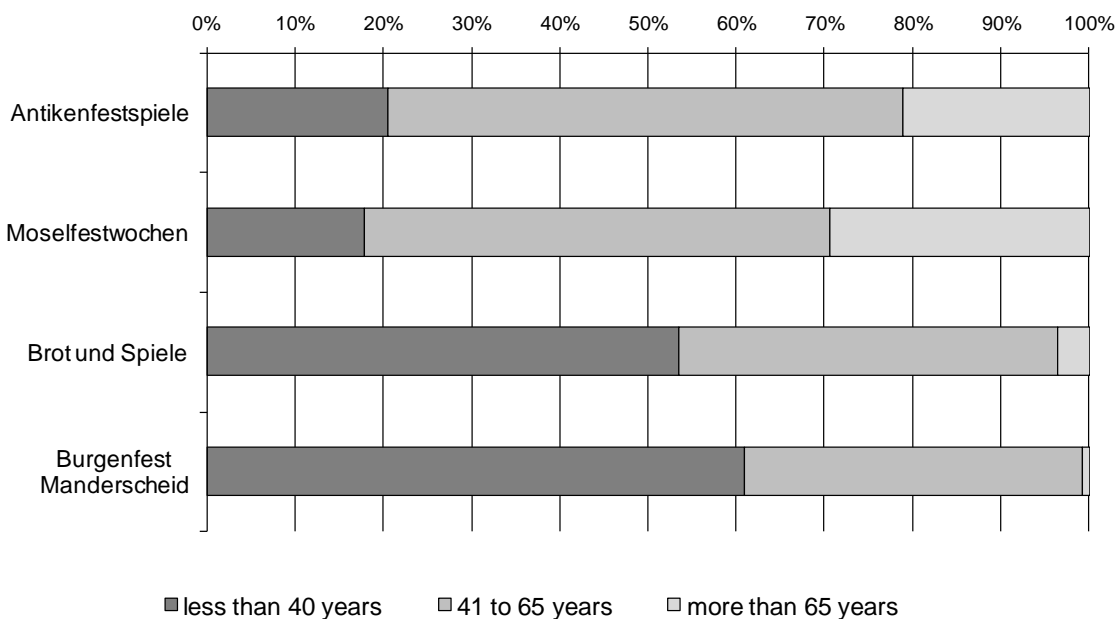
Photo 6: At the „Castle festival“ in Manderscheid, many visitors become active co-designers of the event



Photo: Andreas Kagermeier

Demographic data from different surveys in the above mentioned events demonstrate clearly, that those like the experience orientated “Brot & Spiele” and “Burgenfest Manderscheid” attract – compared to traditional ways of staging at the Antikenfestspiele and the Moselfestwochen – a much younger clientele.

Figure 3: Age structure of the visitors of traditional cultural events and experience orientated events.



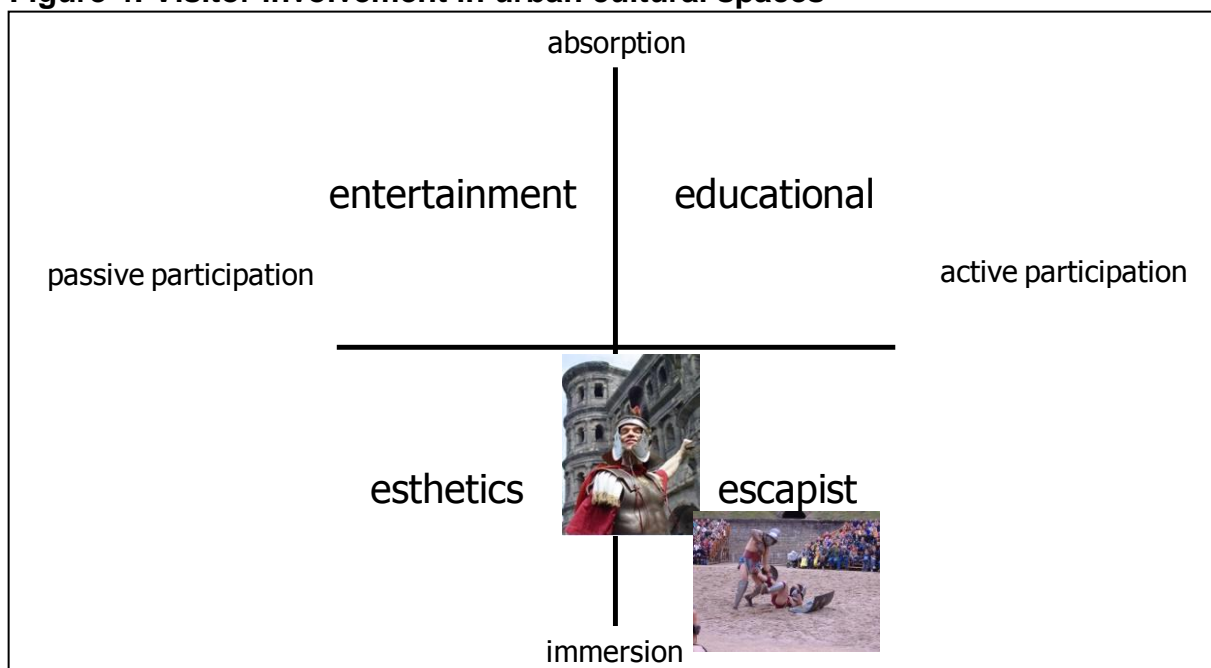
Source: own survey

The experience orientated principle

Traditional ways of an experience orientated adoption of historical themes – whether they are intending entertainment or head for educational aims – leave the visitor in a more or less passive role where he is mainly absorbing the presented stimuli.

According to the dimensions of visitor involvement by *Pine & Gilmore* (1999), the new ways of experience orientated event performances where the visitor fulfils a more active role can be seen as an approach to induce an immersion of the visitor into the cultural offer. Not only to receive actively or passively but to integrate the visitor into the offer in order to create a high degree of involvement directly represents the goal of the offer (c.f. figure 4).

Figure 4: Visitor involvement in urban cultural spaces



Source: *Pine/Gilmore 1999*

Table 1: Rules for the Stage Management

Give the visitor an added value.	Give him a non exchangeable adventure.	Give him wow-effects as much as possible.
Combine high tech with high touch.	Use staff and people of your town as an attraction.	Even if people cannot understand the historical background of your performances, they should enjoy the entertaining components.
The visitor should fill a role.	Effect should be transmitted to the visitor immediately.	Combine smells, music, eating and drinking with information.
Illustrate the rooms by functions not by explications.	Integrate ceremonies, rites and folklore in the city.	Invite people to a time travel at authentic places.
Integrate animals.	Use unusual transport systems.	Use information systems by iPod and Mobile.
Give the buildings a chance to tell their stories themselves.	Give visitors from other cultures the chance to understand the local history (of the past and the present).	Give visitors a reason to stay overnight.

Source: Hodes 2006, p. 89

Whenever visitors are actively involved in an event and therefore become a part of the experience offer for other guests, the borders between demand and supply blur. Thus, some of Hodes' requirements for a successful stage management are used (see table 1). The guests are not only invited onto a time journey where historic sites tell their stories. The visitors themselves play a role. When combined with authentic visual, acoustic, culinary or makrosmatic experiences a new dimension of experience is enabled, which might correspond to the flow of experiences.

Compared to traditional experience orientated staging approaches from the 90s the newly established approaches are all characterised by an intensive use of personnel. Compared to the earlier more technical orientated staging principles these personalised approaches allow less standardised and more individual experiences.

Future options for an intensification of the personalized experience orientation

In cooperation with the Tourist Info Trier we are currently trying to evaluate and elaborate further options for an innovative way of staging the cultural past.

Apart from almost "classical" ideas like the integration of culinary arts (as well as wine), Roman styled baths, historical Roman markets or the use of the historical sites as background for different activities like for example weddings in a historical surrounding I would like to have a more closer look at two approaches which try to develop the core idea of a further integration of the participants in the ways of staging the products.

Options for “Living History” (“Historical re-enactment”)

Historical re-enactments try to reconstitute the historical past according to handed down sources. This approach has been mainly used to replay famous battles – from Civil War battles in the United States or historical battles in the United Kingdom. The idea of “Living History” has a looser relation to the concrete historical situation even if the basic idea is quite similar to replaying a certain historical constellation.

In 2007 for example in a small village near Trier where the historical high relief of a Roman wine ship has been excavated a reconstruction of this ship has been realised. Together with a group of students from our department, ways of using this ship for Living History Events have been elaborated and partially implemented.

In the future the boat could be used for historical cruises – combined of course with Roman eating, wine, music and costumes. With a second boat even races might be imaginable.

In a wider sense under the brand of Living History even historical Crime Dinners in historical settings or the replay of historical novel can be developed.

Photo 7: the reconstruction and use of a historical wine ship a one way of Living History



Photo: Dürrmann

Live Action Role-Playing (LARP)

One of the most intensive ways of integrating the participants is realised with the idea of Live Action Role-Playing games (LARP).

“A live action role-playing game (LARP) is a form of role-playing game where the participants physically act out their characters’ actions. The players pursue their characters’ goals within a fictional setting represented by the real world, while interaction with one another in character”. (en.wikipedia.org)

The settings, characters and game rules are described in a general way, but there is no concrete screenplay so that the participants improvise according to their individual ideas. Compared to approaches of Living History the frame conditions are less strict and the intensity of immersion can be even more profound while merging the historical character with the individual character of the players.

Especially historical sites are well suited to so called Fantasycons where themes from Roman mythology or historical constellations are the starting point for the games.

Summary

In this paper it has been shown that the former traditional ways of experience orientated staging of historical cultural sites have been developed further and also changed in the last year. In general it can be stated, that the newer approaches are aiming at more interactive ways of addressing the visitors. Instead of passive spectators active players are the visions for future ways of experience orientated use of historical settings.

After the consumption orientated experience society of the 90s these new ways of involving the participants might be described according to *Ritchie & Hudson* (2009: 115) as post-consumption experiences.

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“Being with others”

The commodification of relationships in tourism

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Introduction

Tourism is an essential relational activity. As a tourist you are involved in a material and social world, intertwined with a myriad of relationships with things, places and peoples. This, of course, is also true for the non-tourist, but being a tourist and practising tourism highlights the dynamics of those relationships as the tension between moving and staying is sharpened, and the meanings attributed to those relationships is often placed outside the notion of the ordinary. However, the myriad of relationships constructing the tourist experience has often been ignored in a business oriented approach to tourism, as this is often dominated by an individualistic oriented view of the consumer and his/hers needs and desires and the presumed correspondence on the supply side. By adopting the perspective of the individual consumer being temporary outside her ordinary social environment, and therefore perceived as even more “solitary” in her experiences, relationships with others – service providers, locals and other tourists – have either been neglected or taken for granted, as both an inherent prerequisite and consequence of being a tourist. Furthermore, relationships have often been regarded as a “natural” atmospheric background to an individual experience, not as something with a commercial value in its own terms. However, what is discernible in the tourism industry today, is an emerging phenomenon where relationships in themselves, that is, the social values of a tourism experience, is more visible, articulated as well as commodified. This paper is about this emerging phenomenon, discussed as a process where economic, cultural and social values are intertwined in a cultural economy of relationships.

The individualization of the tourist experience

Even though relationships are not recognized as having a value by their own means in the tourism industry, some relationships are regarded as a threat to the individual experience, especially the less pleasant ones, as if you don't get along with your travel companion, or have a disappointing encounter with a service provider. Pleasant or not, relationships are commonly considered as a medium or surplus value to an experience that is a priori defined as subjective and individualistic. Furthermore, when there is a focus on specific market segments comprised of groups, such as families, couples or executives in meetings, these groups are expected to do something, like skiing, sunbathing or having educating cultural experiences, or for work related travel, having an efficient meeting. Socializing with others while you are engaged in those activities are sometimes regarded as a supportive service in similar ways as transportation, accommodation and eating (see Quan & Wang, 2004), or providing an atmospheric aspect to the subjective experience (see Bitner, 1992; Heide & Grønhaug, 2006). However, quite often, socializing is naturalised and a taken for granted prerequisite for the experience as a whole. Thus, relationships with others have rarely been considered as having a prime commercial value in the marketing/management discourse of the tourism industry, and among tourism themselves, narratives of “good experiences” may exclude the presence of others. Others may even spoil the experience, as in those kind of solitude oriented experiences which are

socially defined as “unique” in the sense of being at the fringe of the mass produced tourist product, for example backpackers or other travel forms socially constructed as non-mainstream (Andersson Cederholm, 1999; Elsrud, 2004).

Hence, what has commonly characterised both tourists’ narratives of “good experiences”, as well as the marketing/management discourse of the tourism industry, is a preoccupation with the individual consumer who either “naturally” does something with others, uses others as a medium towards an individual experience, or tries to avoid specific types of others (like the “wrong” type of tourists). Furthermore, these often predefined groups/segments or types of individuals are presumed to gain their tourism experiences through specific activities. As it is often framed in tourism text-books, the tourist “do”, “eat”, “stay”, “travel”, “see”, and “experience”, which demands quite distinctive types of activities and services. Such a quest for activities in tourism, with emphasis on physical as well as intellectual challenges in travelling, have been discussed as the expression of a general mode of consumption in late modernity, where “merely” having a holiday is associated with the glorious days of mass tourism and not totally adequate in the age of “new tourism” and post-Fordist types of individualistic tourism consumption (see Urry 1990; Lash and Urry 1994). As Urry (1990) among others have discussed, new niches towards specific types of activities are featuring in the tourism industry today. From an economic perspective, the notion of experiences and the emergence of an “experience economy” where producers transform various kinds of products into experiences, have been discussed as a market development that facilitates positional strategies (Pine and Gilmore 1998, 2000; Richards and Wilson, 2006). Both the variety as well as types of products on the market, i.e the emphasis on the amorphous and subjectivistic experience-product, may also express the socio-cultural dimension of a late modern society where the notion of individuality is sharpened (see Giddens 1991). However, this development entails an apparently contradictory phenomenon in tourism, expressing the tensions between ideals of individuality and tourism as a medium for the construction of a social identity. One example of this tension is the emphasis on “just” being in tourism. On the one hand we have the emergence of the introspective, individualistic and contemplative “non-activity” as a touristic value, or to phrase it differently, a dissociation from traditional activity-oriented activities in favour of the “just being”-aspect. On the other hand, we have the emergence of “being-with-others”, a phenomenon having a commercial and socio-cultural value, discussed and empirically analysed below with examples from the Swedish tourism industry.

“Just being” and “Being-with-others”

The “just being”- dimension of experiences, as the notion of “experiences” as understood and performed in the Swedish tourism industry, is discernible in the advertisements of wellness-oriented types of tourism products: *“Our idea with HavRo (OceanSilence, author’s translation) is to provide a calm and harmonious milieu. We think that everybody needs a place where you can “just be”. We don’t offer so called activities, rather, here you can just be.”* (HavRo, 2006). The attraction of “just being” has a distinctly individualistic focus, implying a “being-with-yourself. Framed within the concept of authenticity, being-with-yourself is similar to the intrapersonal type of existential authenticity discussed by Wang (1999). The meaning of the concept indicates a flow-like holistic experience of being part of something whole, often expressed in wellness-oriented types of tourism like spa and therapeutic recreational activities: *“Take care of Yourself and let nature help You to find harmony. Bathing in hot water under the bare sky is a fantastic experience. You can feel your muscles relax and your blood flow (...)* (Trollmarker Spa och Äventyr, 2006).

However, there is another aspect of “just being” which is distinctly relational in its character, in line with Wang’s second dimension of existential authenticity; interpersonal authenticity, or what I call “being-with-others”. I would like to argue that being-with-others is an essential, generic, component in many tourism experiences, but recently delineated as a commercial value of its own in tourism discourse. This is highlighted in marketing documents of various kinds, in the kind and variety of products that exist on the market, and in ideals and visions expressed among producers themselves. There are different aspects of “being-with-others”, though. One is the quest for developing a relationship with your hosts by taking part in their daily life: “*A visit to the Sami mountain farm in roadless land gives you a surplus value and memories for life! (...) Join the Vinka family in their daily work and on the guided tours.*” (www.laplandssafari, 2006), another is the attraction of developing the relationship with your partner, family or friends:

“On Aspa Farm your hosts Ingrid and Hans welcome you to a romantic weekend. We invite you to a lovely countryside atmosphere where nature is just around the corner. Enjoy the stillness, calmness and silence. Take the opportunity to socialise with your partner and find the inspiration for developing your relationship” (www.upplevlandet.se, 2005).

In this paper, I suggest that the relationship between tourists and service providers, like hosts in for example commercial homes, like “Stay on farm”, Bed & Breakfast and other private accommodations, and the relationship with your travel company are two types of relationships that are involved in a process of commodification. The relationships *per se*, are highlighted as both a commercial product and a cultural value in the discursive practice of the tourism industry. By discussing the notion of existential, inter-relational authenticity (Wang, 1999) as a point of departure, and the sociologist Georg Simmel’s concept of “sociability” as the playful form of being-with-others (1949), the socio-cultural formation and commodification of interpersonal relationships in tourism is analysed.

Methodology

This study is part of a four-year research project started in January 2006 with the overall purpose of studying the emergence and commodification of touristic values in tourism development processes in the rural regions of Scania in the south of Sweden. The methodology is qualitative, with the aim of delineating analytical generalisations concerning commodification processes in tourism. The overall project consists of strategically sampled case studies, and the data collection methods are in-depth semi-structured individual- as well as focus group-interviews with key actors involved in a tourism networking- and development- processes, and autonomous small scale rural tourism producers, predominantly family businesses. Furthermore, observations of both “naturally” occurring events (initiated by the key actors) and events arranged by the researchers, like semi-academic seminars for the “strategic” networking agents, and documentary analysis of marketing documents are analysed, as well as web-based advertisements and paper brochures. The main empirical material analysed for the aim of this specific paper are web-based documents, like advertisements and websites produced by small rural “commercial home” producers, who are members of business organisations and/or networks marketing rural tourism, like “Stay on Farm”, “Experience the Countryside”, (author’s translation) which is currently a dissolved network organised by the Swedish Farmer’s Association, as well as a few independent producers who are not members of a specific corporate/marketing network. The study also includes documents produced by representatives of tourism organisations, where some are involved in consulting and networking practices in order to enhance tourism development, for example

the website and books published by the organisation the Swedish Hostmanship. Furthermore, observations from lectures and discussions with public tourism officials are also included in the analysis.

Several of the producers interviewed¹, provide some kind of accommodation and may be defined as “commercial homes”, where the accommodation is the primary home of the hosts (Lynch and MacWhannell, 2000), with typical characteristics of the lifestyle entrepreneurs, whose personal and family motives are the overarching goals of their business (Ateljevic and Doorne 2000). All interviews with the producers took place in their home, which is also their work-place. The recorded interviews lasted approximately between two and three hours. Following the sociologists Gubrium and Holstein’s notion of discursive practice (1995, 1997), the interviews are not only analysed according to what they respondents say, but how they say it, and what they do while saying it. As the study is a processual analysis of the emergence and formation of values, the setting and context of the interview, as well as the researchers roles as co-producers and catalysts of the social reality being constructed, are considered in the analysis.

Authenticity, embodied performance, and Being with others

“Being with others” as a primary component in the tourist experience, and even more specifically, with the prefix *just* being, is commonly associated with simplicity and purity, a non-artificial, non-staged way of being – a condition of authenticity. This is a kind of authenticity which is not immediately associated with a specific place and/or cultural milieu, which is often the case in tourism discourse, where specific places, nature and/or culture is associated with essentialistic eternal qualities of originality, tradition and purity. The values attributed to the distinctly spatially situated authenticity has been discussed in tourism research (Cohen 1979,1988; MacCannell, 1973, 1976; Pearce and Moscardo, 1986; Silver 1993; Taylor, 2000; Wang, 1999) and may be the dimension of authenticity which is most frequently announced in the mythological narrative of originality and uniqueness in popular and commercial discourse. The unspoiled paradise on earth seems to have a never ceasing attraction – either in its essentialistic and primitivistic notion of authenticity (Andersson Cederholm, 1999; Elsrud, 2004) as in the search for the white spots of earth, nature as well as culture representing the origin where time stands still, or in the search for the unique experience in opposition towards a commercialised tourism culture (Andersson Cederholm, 1999). The latter notion of authenticity is less essentialistic and more distinctly identity-oriented and triggered by the negative self-definition common in travel cultures trying to maintain a non-mainstream approach like for example backpackers: “I’m not like the Other tourists...”. However, the essentialistic notion of the origin as well as the less essentialistic uniqueness are aspects of authenticity slightly different from the concept of existential authenticity discussed for example by Ning Wang (1999), where he differentiates between intrapersonal and interpersonal existential authenticity, and Hom Cary’s “the tourist moment” (2004) as well as Taylor’s notion of “sincerity” (2000) indicating dimensions of authenticity not necessarily connected with a specific tourist activity on a specific place, but a state of being encouraged by the conditions of being a tourist. Pons (2003) and Steiner and Reisinger (2005) further discuss the notion of the tourist being-in-the-world, with Heidegger’s discussion of the concept as a point of departure. The cultural meaning of authenticity related to either essence or existence, or the continuum in between, as it is expressed in academic as well as commercial and popular tourism discourse is, I would suggest, related to the cultural meanings attributed to the body, the senses and the ideal tourist experience it implies.

¹ The interviews were conducted jointly by the author and her co-researcher Johan Hultman.

The tourist gaze (Urry, 1990) is a cultural value as well as an analytical tool for understanding the importance of seeing in modern tourism, expressed in activities like sightseeing, photography and other forms of documentary practice in tourism (Adler, 1989). However, the concept of the gaze as an analytical tool has been criticised as a too unidimensional and the embodied, sensual and holistic experience has been highlighted in tourism research (Crouch, 1999; Pons, 2003; Veijola and Jokinen, 1994) and the performative approach emphasised (Baerenholdt et al. 2005; Larson 2006; Perkins and Thorns 2001). The emphasis on doing the world, creating it by our very presence and thus differentiating from the idea of the tourist gazing upon the world, is corresponding with the changes in the popular discourse of experiences. The emphasis is on activities and holistic experiences rather than the classic sightseeing tour, which during the modern tourism of the 20th century has been representative of the ideal travel style (Adler 1989). Activities of various kinds which highlights the embodied holistic experiences is expressed in the range of specific activities, where the wellness-oriented or sport-oriented adventure tourism including nature as an important actor (Cater 2003), are some examples. The involvement of all senses as the ideal experience has further been introduced in applied management literature (see for example Smith 2003) by the use of Pine and Gilmore's model of the four different dimensions of the experience; participation, connection, absorption and immersion (Pine & Gilmore, 1998).

Existential authenticity is a dimension that seems to be increasingly important in tourism, highlighting the holistic, embodied experience of being part of a whole, irrespective of the essential qualities ascribed to a specific destination or place. Not that place is irrelevant – for example the symbol of Nature as purity and raw wilderness – the origin in its essentialistic meaning - is perceived as a kind of stage in many nature based type of tourist experiences (Hultman and Andersson Cederholm, 2006), and the physical surroundings – rivers, mountains, grass fields – or animals like the horse you ride, or the tool you use – the canoe, car, skis – are important partners in your search for “being” (both the “intrapersonal” and “interpersonal” notions of the concept), or tools for transcending your Self (see Gyimothy and Mykletun, 2004). However, the specific nature chosen for your experience of existential authenticity is commonly perceived as interchangeable.

Wang's (1999) distinction between, first, the objective, constructivist and existential authenticity, and second, the more nuanced distinction between intrapersonal and interpersonal existential authenticity, illustrates the complexity and multidimensional meanings of the concept of authenticity. However, I will elaborate the concept of existential authenticity – and more specifically, the inter-relational aspect of the concept - by discussing and analysing the concept embedded in a wider socio-cultural and economic context. First, I will discuss the relationship between hosts and guests/locals and tourists in the context of “the personal hospitality” and its formation as a product and phenomenon with social movement-like characteristics in the Swedish tourism and hospitality industry. Subsequently, I will continue the discussion on the relationship between the tourists/guests themselves as both a product and a phenomenon with socio-cultural value.

The commodification of personal hospitality

Welcome to Brunnsta Farm

Visit us if you want to experience the blossoms of the apple- and cherry-trees in the spring, or the Swedish summer with the morning freshness, the green of the meadows, the birds singing, and the bright nights. In the fall we have plenty of berries and mushrooms in the forest, and in wintertime you can use the sledge or ski, or go fishing on the ice. (...) We provide accommodation with room and breakfast,

or self-service, in an idyllic old “Bullerby” with lilacs, apple-trees and red-white cottages. (...) For breakfast we serve home produced eggs, and if you like, you can pick the eggs yourself the day before. You will have your breakfast either with us, or by your own, maybe in the garden. The rest of the meals, you may cook by yourself in the kitchen that belongs to your room, or you might choose to visit a restaurant in Bålsta”. (www.brunnstagard.se, 2005-12-01)

Brunnsta Farm is picturesque, idyllic and authentic according to most of the common determinants of essentialistic authenticity: originality, close to nature and traditional. Pure and unspoiled. “Bullerby” is associated with the literary name of the Swedish author Astrid Lindgren’s book “The children of Bullerbyn”, which represents idyllic countryside childhood happiness, charged with Gemeinschaft nostalgia from the first part of the 20th century. This dimension of authenticity is part of the modern tourism mythology, reproduced in commercial and popular discourse. The authentic lives of the Other (traditional Swedish farmlife or geographically and culturally distant Others of “traditional cultures”) seem to have a ceaseless attraction for the urban modern tourist.

In farm tourism like Brunnsta Farm, the authentic experience being provided not only represents the Origin-loaded countryside and the lifestyles of the hosts, but the possibility of interacting with the hosts in their own private home. Staying in their home, eating in their kitchen or in their backyard, as well as spending a part of the daily life with them is emphasised as a value per se, not just a by-product implicit suggested between the lines. In this example, you are offered a form of intimacy, not merely proximity, in a homely environment. You can eat with the family in their kitchen, you can participate in the daily activities of the farm life, like picking eggs. Or you can choose not to, like the freedom you enjoy when you are in a real home. The tension between freedom and responsibilities characterising the idea of homeliness is underlined and conveys a feeling of home - even though it is away from home. You are offered the opportunity of *just* being with your hosts - even though it is in the form of a commercial relationship. Apart from the services provided in form of specific activities, like cleaning, serving, horse ride guiding and canoe renting, you are offered the opportunity of experiencing a relationship, of being-with-others. Even though serving and guiding necessarily includes a relationship between service provider and tourist/customer, in this example the relationship as such is framed as an attractive product, that is, the possibility of *just being* with your hosts, and participate in their personal life.

The Swedish Hostmanship

Framing the relationship with the host as a product in itself is not just a marketing technique and a way of phrasing the words in a slightly more attractive way than traditional advertisements, emphasising the beauty of the physical surrounding, atmospheric interiors and lists of standardised quality criteria. The commodification of personal hospitality is emerging in a wider cultural and economic context, highlighted by, for example, the establishment of the organisation The Swedish Hostmanship and the spread of its message among tourism professionals. The Swedish Hostmanship started as a strategic programme for the Swedish tourism industry, initiated by the half private/half public Swedish Travel and Tourist Council, the corporate organisation The Swedish Hotel and Restaurant Association and The Swedish Trade Federation (www.vardskapet.se, 2006-08-14). The Swedish Hostmanship is currently run by the company Hostmanship Development Group and provides lectures, workshops, courses and events. The probably most well known representative of the organisation is the charismatic and entertaining consultant Jan Gunnarsson, frequently hired as lecturer by representatives of the tourism

industry. Jan Gunnarsson has also, with his co-author Olle Blohm, written several books on hostmanship, like *The Good Hostmanship* (2002) and *The Servant Leader* (2006). In the lectures as well as the books, the personal relationship, and more specifically, the emotional involvement in hostmanship, is highlighted as a new but simultaneously classic and simple message. Hostmanship is portrayed as an attitude, a way of being, and simultaneously a recipe for commercial success. The books exhibit several examples from everyday life, emotionally touching and illustrative, of how the ordinary man and woman in the service industry seems to do everything for their customers. The good hostmanship, according to Gunnarsson, is about being treated as a person, not just like any customer in the crowd. It is about feeling authentically welcomed, not being part of a staged service encounter, no matter of how good the food is, how correct the information is, or how well your hair has been done. It is about uniqueness, in the sense described earlier, where the experience of authenticity is connected to the sense of not consuming a mass-produced product. But it is also about existential authenticity, where being-with-others, even though it is a commercial relationship, provide you with an experience of intimacy, and being part of a meaningful whole.

The request for intimacy, kindness and solidarity conveyed by The Swedish Hostmanship Co, is a classic message in a biblical sense, framed in a commercial context. The message is simple: all service encounters should be motivated by emotional involvement to be successful. From the perspective of the tourism industry, advocated for example by tourism professionals in Swedish public agencies and destination marketing organisations, the specific attitude of the hostmanship should be intertwined in all dimensions of services being provided, from the more peripheral representatives of the specific destination like the gas station owners and local supermarket employees, to the core services of the tourism industry like the tourist bureau, specific attractions and providers of transportation. The heroes and heroines of hostmanship are those with the right attitude, those that want to give, not primarily by financial motivations, but driven by pure willingness. Hence, the Swedish Hostmanship is one example of an actor that by articulating and commodifying the value of intimate and authentic relationships between hosts and guests, is a catalyst in promoting and reinforcing the value of being-with-others in the tourism industry.

The commodification of intimate relationships

“Take the opportunity to socialise with your partner...”

Even though an intimate relationship with the host is one aspect of the existential authenticity that many tourists seek, far from everybody cherish the opportunity of “just being” with their hosts. Some are quite pleased with a clean room, good food, updated and correct information and other services provided, conveyed in a hospitable way by the hosts. The being with others that is searched for, is rather directed towards your company; your partner, family and friends. The possibility of being together, provided by the hosts but not involving them, is the primary value of this type of experience, expressed in the offering announced by Aspa Farm: *take the opportunity to socialise with your partner...* Implicit is an image of a lack in ordinary life that you may compensate by consuming an experience. The lack is assumed to be found in modern relationships and family life, characterised by a lack of time being with each other, where we are burdened by responsibilities of home- as well as working life.

An everyday family life which is characterised by a relatively mobile life-style, where parents travel a lot in their working life as well as in the daily family activities of leisure and shopping, has been discussed as a late modern condition that may have interesting

implications for the notion of intimacy (Hochschild, 2003). For example, a mobile life style calls into question the relationship between physical proximity and intimacy, and new forms of being intimate at a distance are emerging (Larsen et.al. 2006). When proximity and intimacy occurs simultaneously, it is often in the framed context of the extraordinary, at the institutionalised fringes of ordinary life like holidays and other ritual occasions. However, the inclinations towards questioning the connection between proximity and intimacy may open up for new images of ordinary visavi extraordinary life spheres. The extraordinary tourism sphere, traditionally dominated by images of otherness, exoticism, activity oriented (or non-activity as the flip side of the coin) and travel, may be more inclined towards images of familiarity in relational- as well as place perspective, being-oriented rather than doing-oriented, and focused on immobility and “slowness”. Of course, the ordinary life as an extraordinary zone, as a socially framed attraction, contains a paradox, since familiarity becomes exoticised in the framing process, “just” being with others becomes an activity, and you have to travel to experience an immobile life style. However, the framing of the ordinary life as an extraordinary event becomes a desire, commodified in the tourism industry, exemplified by commercial home tourism like Stay on Farms.

The symbolic value of “the family home” and homeliness carries the connotations of intimate relationships, and more specifically, the tension between the effortless “just” being aspect and the responsibilities for others. The responsibilities expected in the extraordinary ordinariness are, however, not activity oriented such as the daily life tasks of washing the dishes or make appointments with the dentist, but focused on the relationships as such. In the Aspa Farm example mentioned above, where the hosts offer the opportunity for the guests to develop their relationships, the commodification of being-with-others is highlighted. Another example of a more specified being-with-others type of product, is the coaching-oriented wellness-tourism expressed in the Swedish business network “Natural Reloading”, (author’s translation), an independent corporate/marketing network within the Swedish Farmer’s Association. The members of the network are expected to focus on the combination health and nature, and have a strong inclination towards personal development and communion with others. Pedagogic tools and models are used to facilitate being-with-others in different ways and develop your relational skills:

“Through personal experiences we hope that we inspire you to discover the healing powers of nature and to develop a positive way of thinking. We introduce “The Good Conversation”, a model for consciously choosing the right direction of your conversations.” (www.naturligladdning.se, 2006)

Even though most commercial home type of producers are not as coaching-oriented as Natural Reloading, there is often more or less elaborated offers of “just being”, with your travel company and/or other guests, quite often in surroundings which are charged with authenticity in an essentialistic notion, i.e. nature and traditional cultural environments. Sometimes the being-aspect is offered as part of a package with activities connected to a rural context, like horseback riding, canoeing, hiking, or the traditional setting like helping the farmer to bring in the hay, baking bread in a traditional oven, and sometimes the activities are relatively disconnected to a rural context and life-style, like meditation courses or spas in a country farm. Some producers offer the *being* aspect as a more or less core product, indicating a slight shift or new direction in the discourse of experiences, as the light dissociation from the activity-oriented approach implies: *We don’t offer so called activities, rather, here you can just be*” (HavRo, 2006). Still, many producers from Stay on Farm and other commercial home-settings have not that explicitly framed the being-aspect as a commercial value. Advertisements have a relatively restricted form, and

many small producers neither have the marketing skills nor the time to announce the essence of their products in the form of advertisements. However, in conversations with producers, in the form of in-depth interviews, the notion of “being” as both a socio-cultural and commercial value is taking shape in a more implicit way. In an interview with a middle-aged couple, providing a Bed and Breakfast accommodation, it becomes obvious how difficult it is for them to explain what kind of product they offer. During the course of the three-hour interview, they try to make explicit what their product is about, according to their image of what their business is all about. The articulated image emerging during the conversation is far more complex than the product announced on their website, which quite traditionally describes their place as an ordinary Bed and Breakfast type of accommodation, located in a beautiful landscape. What they regard as their core product is rather the opportunity for wellness and possibility of being-with-others in a self-developing way, with your travel companion as well as the hosts themselves. They offer a form of commercial friendship, and upon the question of how they perceive their ideal customers, they answer:

“They (the ideal customers) are a couple of our own age who stays two nights, and wants to experience things typical for the area, and then they have a nice dinner here, and then we invite them to our house, and have a nice conversation and offer them some words of wisdom about life... and then, of course, they return again”
(The hostess)

“Is it a kind of friendship...?” (interviewer)

“Yes. Sometimes it is.” (Host)

In this conversation, the idea of being-with-others is not clearly announced as a product, which the hesitant, long description of what their product consist of indicates. What they provide is announced as an ideal life-style, rather than delineated as a commercial product. As typical life-style entrepreneurs (see Ateljevic and Doorne 2000), their lifestyle- and commercial values are intertwined, and the ideal customers are those that are just like themselves.

Performing sociability

From the perspective of the consumer/guest, the framing of the ordinary family life as an out-of-the-ordinary experience, where you can cultivate your relationships without being burdened by routine responsibilities of daily life, is not only a liminal zone in the sense of encouraging the transcendence of ordinary roles and life conditions, experiencing the freedom of playing with otherness within the frame of an anti- or counter structure (Turner, 1969, 1978) but a form of liminality where you strengthen rather than transcend the ordinary. Being with others in a symbolic context of homeliness may sharpen the roles of the ordinary life rather than dissociating from them in the negativism characterizing some liminal type of experiences (see Gyimothy and Mykletun, 2004). I would rather suggest that the liminality of a commercial home is an example of sociability, a concept introduced by the sociologist Georg Simmel (1949). Sociability is an expression of the play-form of social life, where we in a stylistic, dramaturgical, mode play with the roles of being a good husband, wife, grandmother, friend, daughter, or any other ordinary roles of our lives. Sociability is a type of situation that encourages us to enact the core, ideal-typical characteristics of socially expected roles and relationships. The serious play of sociability is thus similar to other liminal experiences in tourism, but, with an emphasis on strengthening rather than transcending the expected social roles.

Enacting the core, ideal-typical characteristics of ordinary roles and relationships in a sociability context, is about performing the values attributed to relationships in our society. By consuming, as well as producing (as for the lifestyle entrepreneurs) services that

provide the possibilities for sociability, we perform the ideals of social roles and relationships. Thus, the desire for nostalgia in the form of farm holidays, or nature based experiences is not only an expression of desire for authenticity in the essentialistic meaning of seeking the origin, or even the desire for uniqueness in the notion of dissociating from mass commodified experiences, but a desire for performing existential authenticity – being with others – in the social form of sociability.

Conclusion: the cultural economy of Being-with-others

The commodification of Being-with-others in the tourism context, has been discussed as an emerging phenomenon that illustrates the intimate connection between the economic and the socio-cultural spheres of life. Being-with-others is analysed as an emergent product in the tourism industry, which traditionally has been ignored and naturalised in a business oriented approach dominating the discourse of the tourism industry. The emphasis on self-development (with/through others) and well-being conveyed in the notion of being-with-others, as well as the dissociation from traditional “activities”, may illustrate what Pine and Gilmore (2000) have assessed as “the transformation economy”, implying an emerging positional strategy on the market, where the customer is provided a kind of experience, which radically transform his/her lifestyle. However, being-with-others, and related phenomena, cannot be fully understood when they are reduced to positional market strategies. They are part of a wider socio-cultural context, intertwined with an economic context. Through the empirical analysis presented in this paper, the emerging value of Being-with-others is illustrated through the ideals of personal hostmanship concerning the host/guest relationship, and the commodification of intimate relationships between the guests themselves. Furthermore, as Simmel has assessed in his work on sociability, performing the ideals of society demands a specific social form, provided, for example in tourism, by playfully performing tourist experiences.

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From spectator to participant. Approaching children in experience advertising 1969-2008

A case study of Danish fun parks

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Introduction

Despite the recent focus on experience and experience economy, fun parks have been involved in promoting experiences since the late sixties in Denmark, and even longer in the United States (Spigel, 1998). Furthermore, even though the focus on marketing for children is relatively new, fun parks have been addressing children for several decades. The aim of this study is to examine how experiences directed at children have been promoted by fun parks through time to see how the good experience for children has been staged through time and to assess recent trends in this promotion. The study is based on ads from the Danish version of the Walt Disney cartoon magazine *Donald Duck* on the basis of 2596 magazines from 1950 to 2008, with in total, after removal of doublets, 87 ads for fun parks, aquariums and waterworlds promoting experiences for children. This paper presents some significant first findings from the study.

Methodological considerations

Disney's *Donald Duck magazine* has been issued in Denmark since shortly after the Second World War and has enjoyed a status in Denmark found in few other countries. For a very long period this magazine was the only children's magazine in Denmark, and has held a strong position in the market ever since, even though it has been challenged by other types of magazines for children especially in recent decades. The fact that major enterprises like Lego and McDonald's have used this magazine as a media to promote their products for decades, and still do, reflects that the *Donald Duck magazine* is considered a relevant promotional platform when appealing to children and therefore interesting as a source of data in this study.

In the sample, ads promoting experiences to be had by children were identified. Ads for experiences were defined broadly as ads promoting entertainment parks, aquariums, zoos and other attractions made primarily for families with children to spend the day or a couple of days. The number of advertisers per year is very low in the sample from 1950 till 2000, and only 20 out of 87 experience ads occur in the first fifty years of the period. From 2000 a change is seen where suddenly several different actors promote fun parks or experiences in the Danish market. In 2004 seven different actors promote their products and the following years the number of actors stays relatively high. The 87 ads found promoting fun parks were analysed to identify which kinds of experiences were depicted, along with visual and verbal promotional strategies applied to catch the readers' interest. The use of adjectives was content analysed, and subsequently a qualitative analysis was made to detect trends and patterns in the material.

Theoretical considerations

Østergaard and Jantzen sketch four ideal types of consumer perspectives within consumer research over the last few decades: buyer behaviour, consumer behaviour, consumer research and consumption studies. The first three approaches have primarily focussed on the individual, whereas consumption studies have focussed on social and cultural relations. Østergaard and Jantzen argue that the four perspectives reflect an historical development from 1945 and onwards and document an evolution of the way consuming individuals are perceived. Buyer behaviour was the dominating perspective in the beginning of the 1960s, where focus was on buying, and the purpose of research to investigate how buying takes place. Consumer behaviour took over by the late 1960s as the major perspective perceiving the consumer as a rational information processing being. The third perspective, consumer research, no longer assumes that the consumer is rational but rather emotionally and narcissistically determined, and general studies are carried out of how consumers live their everyday life, consuming all kinds of products and services and also how this influences their understanding of themselves. Finally in consumption studies focus changes to consumer culture in general and relations between consumers. Østergaard and Jantzen apply a metaphor in each approach to illustrate how consumers were perceived in each period to clarify the implied perception of the consumer: as an “animal” responding to stimuli, as a “computer” searching information for rational decisions, as a “tourist” following desires, and as a “tribe member” concerned with relations to other consumers (Østergaard and Jantzen, 2000).

The child has for a long time and still is in many contexts considered as a human becoming rather than a human being, a being that is vulnerable, irrational and passive, rather than an accomplished human being who is an agent, active, well-informed and critical (Qvortrup, 1987). This means that the child has much later than adults – and even is not always yet (McNeal, 1999) been considered a respected consumer in his or her own right.

A final element in the theoretical framework regards how the experience is staged. Pine and Gilmore (1998) describe an experience as ‘a memorable event’ and split the (commercial) experience into two dimensions. The first corresponds to customer participation: active – passive. Do the customers attend an event or do they play key roles in creating the performance or event? The second dimension of an experience describes the relationship that unites customers with the event or performance. At one end of the spectrum lies absorption (where, as Mossberg, who works with their framework (2003), puts it, the experience goes into the consumer e.g. a visitor to a symphony), at the other end, immersion – the consumer participates in an intense experience ‘immersed in the sights, sounds and smells’ (where the consumer goes into the experience cf. Mossberg, 2003, e.g. the holidaymaker going skiing). The difference between absorption and immersion is the level of involvement in the experience. Based on the two dimensions, Pine and Gilmore create four realms of experience: aesthetic, educational, entertainment, escapism (Pine and Gilmore, 1998).

The theoretical framework presented above was applied to clarify the implied perception of the consumer (Jantzen and Østergaard, 2000), to identify the implied perception of and approach to children (human becomings/human beings; Qvortrup 1987) and finally to assess how the experience is staged. An ad was classified as mainly *aesthetic* if the experience offered is mainly shown as a sight to be consumed visually with no or little participation by the consumer, as *entertainment* if the experience offered is passive where the visitor is watching/absorbed rather than immersed, as *escapist* if the visitor is shown to

be involved and immersed in the activity and finally as *educational* if emphasis is on a learning experience.

Experience types

In a rough assessment of the types of experiences promoted, the experiences in the 87 ads can be classified as follows: 25 ads can be classified as primarily presenting aesthetic experiences. This is typical for the first three decades in the sample, 14 ads are coded as primarily entertainment, moving away from the aesthetics sights to incorporating more fun aspects and bringing in cartoon characters to amuse viewers, fun parks offering shows with children's popstars. This approach is found as a strategy used from time to time from 1979 and onwards. The escapism ads appear for the first time in 2000 but the use of this strategy is predominant from 2003 and onwards. 46 ads are classified as primarily escapism. The educational realm is almost absent, it is used as a secondary approach in one ad from an aquarium. This indicates that this kind of experiences is certainly not sold as learning experiences. Finally a further experience realm was added as an expansion of Pine and Gilmore's escapism realm, where children are presented as experience creators with no relation to a pre-planned experience (2 ads were found in this category from 2008).

The first ads from Disneyland in California – simply showing a photo from the park with a depiction of Donald Duck in the foreground are aesthetically focused. One could argue that the consumer in this case is perceived to be in the role as the passive and fascinated observer. The stimulus of this sight should generate action to respond to a cereal competition. This ad primarily plays into the aesthetic and entertaining experience realms. This aesthetic presentation of the experiences is typical for the early ads in the sample. The park is seen from a distance with little indication of what the spectator can do in the park besides enjoying the sights. This approach is typical for the few experiences promoted from 1969 and the next decades especially regarding Disney's various parks. These first ads are very product oriented showing the offer and the consumers do not appear in the pictures, or if they do, only in distant crowds. The child is addressed directly "Bring mum and dad to Disneyland" and the use of Donald Duck in the ad makes further appeal to the child.

Generally speaking little promotion of experiences parks is taking place at all in the first several decades of the sample. Gradually more focus appears in the ads on small pictures supplementing the aesthetic view by showing activities to undertake in the parks. The fun park Djurs Sommerland in 1997 suddenly starts showing customers immersed in activities. From the primarily aesthetic and passive role of the guest in the early ads, a change appears around the year 2000. The senders of the ads move beyond just showing sights from their parks to being concerned with involving guests. Perceptions of consumers change from just being perceived as "animals" in Østergaard and Jantzen's framework reacting to stimuli to being depicted in the pictures, and children appear as part of families, wanting information about what they can obtain from the parks. The possibility for active participation is a move away from aesthetic and into escapist experiences.

From 2000 and onwards more action is getting into the ads. In this period different visual strategies are used. A shift is seen from primarily photos and cartoons with aesthetic and entertaining elements to immersion ads where screaming but happy families are seen in roller coasters, shown as actors in the ads, even though they are still relatively passive, taking part in pre-planned rides.

For the first time in the sample the child is addressed as an influencer in an ad from Djurs Sommerland. “‘The Luring Advice’ of the Day’. Do your mother and father a favour...and tell them that a season ticket costs only 250 kr” it says (Djurs Sommerland, 2002). Luring advice of the day, put in quotation marks by the advertisers themselves, indicates that the child, through information, is invited to rationally argue the good value for money. Still the quotation marks indicate that this is not quite *comme il faut*.

Use of adjectives in the ads

In 2004 motives in the ads picture activities that get wilder and wilder and there is an escalating use of adjectives and superlatives. In the 1960s and 1970s no or very few adjectives are used to describe the activities and offers of the parks. In 1995 Disneyland Paris announces that it has a “new” attraction, and the ad includes a competition to guess the name of the attraction, which is related to space. Winners are labelled as “lucky” but no adjectives are applied to the attraction.

In 1997 Djurs Sommerland opens for a range of adjectives, offering “fantastic” sailing trips, “wild” animals, “giant” waterworld, “exotic” surroundings, and loads of “fun” attractions. From 2000 and onwards words like “scary” (sharks) and “wild” appear. Children’s words like “cool” start to emerge. Besides more traditional adjectives “the biggest”, “the only”, more creative and stronger word connections are made. “Extremely fun” turns into new expressions such as “a totally crazy weekend” (Danparcs, 2004). Or a “super-turbo-experience”.

In 2003 Djurs Sommerland introduces the use of superlatives, indicating an intensifying competition among fun parks. “Thor’s Hammer – The funniest roller coaster in Denmark”. This is followed up in 2004 by Fårup Sommerland offering the biggest wooden roller coaster in Denmark. In Tivoli ad from 2004 their “free fall” towers offers the “coolest” trip of laughter. In 2005 Djurs Sommerland offers the “Family’s funniest day” and presents itself as “one of the biggest and best attraction in the Nordic countries”. Thus moving beyond Denmark, to a regional perspective. Tivoli, also in 2005, offers the Demon, a roller coaster, where visitors spend time with their heads down, awarded to be the best attraction in Europe in 2004 according to the ad, thus trumping in relation to the Danish and the Nordic perspective. Fårup Sommerland offers “The world’s funniest outing” taking this one step further.

The visitor’s experience is in focus from 2000 and onwards, and especially from 2004 there is a race to offer the most radical experiences of immersion. The immersion-factor, the total stimulation of senses and feelings of fear, courage, near-death experiences, is exposed to a higher and higher extent in the period from 2002-2006. Roller coasters that are taller, steeper, quicker, and attractions that are wilder, ultimately keeping the consumer head down and feet up literally speaking reach new heights, and at some point will have to call for a new paradigm to keep impressing the target group while avoiding customers becoming sick or hurt. In this period consumers seem to be perceived as “tourists” in Østergaard and Jantzen’s framework, looking for hedonistic experiences of immersion.

A new experience paradigm?

An interesting next step – or perhaps a new paradigm - is seen in Fårup Sommerland’s campaign from 2008. In one ad two boys are seen outside an ordinary and typical Danish middleclass one-family suburban house. One boy is standing on a skateboard with his cycle helmet on (used by almost all Danish children for cycling) and wearing various elbow and knee protection equipment with a huge rocket taped to his back. The other boy is in

the process of igniting the rocket. The copy says: "New roller coaster. The Flash. Strongly addictive. If you are courageous, speed crazy and got your internal organs under control". This is a link to a new roller coaster in Fårup Sommerland, but this ad is very different from any other earlier ads in the sample in several ways. The boys are not even in the fun park, but the park seeks to create associations between the boys' project and the park's offers. The ad plays directly on several absolute no go-themes (for innocent and vulnerable children, human becomings) albeit in a humorous way. Obviously the boys' experiment would be deathly, and the everyday security precautions (cycle helmet, elbow and knee protection) would be worthless in such a situation, but it still indicates that the children have been reflecting on the risks and are acting upon them. Furthermore the link to addiction aspects connotes aspects of abuse of drugs and the like that are not normally perceived as being part of a children's universe.

Another new aspect is that the initiative to the experience is taken by the children, who are the creators – not just co-creators - and entrepreneurs of the excitement instead of just being spectators or participants in planned activities e.g. being the superhero in the thoroughly pre-planned Lego fire extinction activity or walking through a glass-tunnel among sharks. They are to a high extent actors. The ad makes reference to a children's culture of innovation and playfulness, even though the activity the ad promotes is the same kind of pre-staged and pre-planned attraction (the roller coaster) as seen earlier, with little room for the customer's influence or even co-creation of the experience. According to Østergaard and Jantzen's framework the creators of this ad can be seen to dig into the children's tribal culture, playing into their kind of fun as innovative creators of experiences.

A number of other ads also tap into children's culture e.g. a link to the Harry Potter mania in a Legoland ad, and a number of children concerts in Legoland and Tivoli attracting children by exposing their idols, e.g. winners of a popular children's song contest.

The new aspects, especially found in the rocket-ad from Fårup Sommerland (2008), where children are presented as creators of experiences, are harder to place into Pine and Gilmore's framework for experiences because this is more than immersion where the child-customer goes into the pre-planned experience (Mossberg, 2003), because the child-customer creates and orchestrates his own experience, which fits well into the present-day children's rejection of pre-planned experiences which is e.g. seen in their diminishing interest in traditional toys and their preference for e.g. interactive games where they are co-creators of the experiences.

Conclusion

The first results of the analysis show that the idea of what an experience is for the child – in the minds of advertisers has changed radically during the four decades examined where a move occurs from a focus on aesthetic and passive experiences to experiences of immersion and challenge of senses. Furthermore a change can be seen from a style where simple conventional adult language is used to a style, which is tapping into children's own culture both with regard to use of language and invention of new language and the types of experiences that are promoted. The fun parks go through a period offering wilder and wilder experiences, taller, quicker, more frightening, closer to the sharks and more extreme bodily challenges. The most recent ads promote the child as the creator of the experience, as an active and creative agent, in opposition to earlier ads where the child is depicted as the observer, easy to impress and enthuse.

Through the analysis a development over time is exposed in the way children's experiences have been promoted which is closely connected to the general development of perception of (adult) consumers (Østergaard and Jantzen, 2000). Children have for long been overlooked as consumers in their own right (Cook, 2008), but it is evident in this sample that the child has been addressed directly right from 1969 – first to push and lure parents into consuming fun park experiences, but in recent decades staged as decision-makers and demanding guests in their own rights. The communication of the fun parks has been dynamic and has moved through several experience realms as social realities have changed from the child-object easy to impress to the child-agent, a skilful consumer, with strong sensory preferences, who is also an important influencer in the family negotiations of where to reconnect as a family, and finally as the creative producer of experiences. The indications of an emerging paradigm of the consumer as creator of experiences challenge Pine and Gilmore's experience realms and call for a new way of perceiving and offering experiences. An interesting thought will be how these new sorts of experiences can be developed to get beyond creative ads, so that (child) customer creativity can unfold and how this to a higher extent can be incorporated in the fun parks' attractions.

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Problems and challenges of tourism destination management in Hungary

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Introduction

The term 'destination' refers broadly to an area where tourism is a relatively important activity and where the economy may be significantly influenced by tourism revenues. Managing tourism destinations is an important part of controlling tourism's economic, social and environmental impacts. Destination management can include planning, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities. Destination management is complicated by the fact that a single, recognizable destination may include several municipalities, provinces, or other government entities, enterprises and organisations. By creating and operating the system of tourism for long term, destinations can implement the concept of sustainable development, and compete most effectively in the tourism market. This paper includes perspectives from policy and organisational aspects and would like to determine the rules and objectives of the destination management system in Hungary. Tourism is expanding and while expanding, the challenges are multiplying. These months in 2009 will be determining period in this aspect in Hungary.

Preamble

The globalisation processes of tourism, the fast and constant change of the tourist market, the increasing competition between tourist areas require faster and more flexible changes, reactions on behalf of the macro- and microenvironment of tourism. That is the reason why the current management and operation process of tourism need to be changed and renewed. The present structure of tourism management and operation is being reevaluated and replaced by the *modern tourism management and operation system, the regional and organizational system of destination management in Hungary*.

This publication focuses on the development of the above complex system. It mentions the characteristics of tourism destinations and those of the tourist destination management, their places in the system of tourism and it also deals with the operation of the tourist value chain. At the same time it also explains the connection between *tourist product and tourist destination* as well as the behaviour of destinations, which influence the duties of destination managing organisations.

Principles of the of tourism destination management

The development of the system takes for granted basic regional and organisational planning principles as:

1. „*The principle of regional concentration*” – as one of the important means of regional competitiveness. Destinations have to take into consideration the global economic processes. The basic principle of these processes is that the durable industrial and business competitive advantages appear to be more and more concentrated geographically. The participants of the competition are not individuals, but the basic units of the market, companies, enterprises and regional institutions. The establishment and operation of these systems are helped by the EU orders as well as financial support. The regional concentration principle plays a determinant role in the effective operation of the destination, because it generates competitive advantages. The tourist target areas are worth settling to a regional concentration being significant from the point of view of tourism, based on definitive basic principles, so that the economic potential of the region can be increased. Modern tourism management and operation, that is the revaluation of the current traditions, are necessary for the development of an effective management system organised on the basis of the regional concentration principle.

2. Regional *co-operations* operating more consciously and reasonably are getting a more significant role in reconsidering the system of tourism in a more modern form. It is important to reevaluate cooperation, development of consciousness in cooperation, the development, and planning, organisation, operation of the forms of cooperation; It also important to have more intensive cooperation with other regions, branches in the processes of planning and development originating from the multiplier effect of tourism;

3. The principle of *complexity* is emphasised differently, which means, on the one hand, the more effective use of the connection possibilities of tourism to other branches, on the other hand, the more intensive development of the background infrastructure supporting tourism beside the tourist infra- and superstructure.

4. The basic principles of the competitive developments are the *sustainability* and the *innovative approach*. Innovative approach means the use of innovative, modern, up to date technologies in the processes of development.

Concept of the tourist destination, its elements, nature, characteristics

The actors of the destination, its concept, can be revealed in the knowledge of its forming factors and of the „behaviour”, nature of destination. Obviously many definitions exist about destinations. According to Buhalis (2000) *the determinants of the destination* are as follows:

- Tourist attractions, e.g. natural factors, man-made factors, heritage, special events, etc.;
- Approachability, e.g. the entire traffic system, including roads, traffic means, etc.;
- Tourist services, e.g. accommodation, host services, other tourist services, etc.;
- Product packages;
- All kinds of activities that can be enjoyed by tourists during their stay;
- Public-utility services, e.g. banks, telecommunication, hospitals, etc..

Summarizing the aspects regarding the nature of destination and its determining factors, the *characteristics of destination* can be listed as follows:

Destination:

- Area target that is chosen by the tourist as the target of travel
- Receiving area that provides services for the tourist and local community living on the spot

- It is defined from the point of view of the tourist
- A place/region that is confinable physically and geographically
- A place/region that contains tourist attractions, products, services and other background-services necessary for spending at least one day
- The tourist spends at least one night there
- It contains a lot of interested persons who are cooperating with each other
- It has an image and perception (it means that each of the tourists can form an opinion about a destination through their own “screen” subjectively)
- It provides integrated experience for the tourist
- In a wider sense, it is a tourist product that competes with other tourist products (destinations) in the market of tourism
- It is a system built from below and supported from above

Not all locations and regions can become a tourist destination. There are certain basic criteria that have to be met so that a location and region can become a tourist destination. The above mentioned are only the most basic criteria. The determination and bordering of the destinations or the core area destinations suppose the development of a special system of criteria that is made according to preferences, expectations, points of view of the tourist first of all.

The connection between the system of destination and tourism

The place of a destination in the system of tourism is demonstrated by the system of tourism. A destination can be found on the side of supply (the product) from the two sub-systems of the tourism system. The tourist supplies consist of the factors of the receiving area that are used by the tourist during his stay. The central element of supply is the tourist product that contains the services meeting the demands of the tourist.

Tourism is an integrated, open, complex system operating dynamically, each element of which (its micro- and macro environment) is interdependent. (See Figure 1 “The system of tourism”)

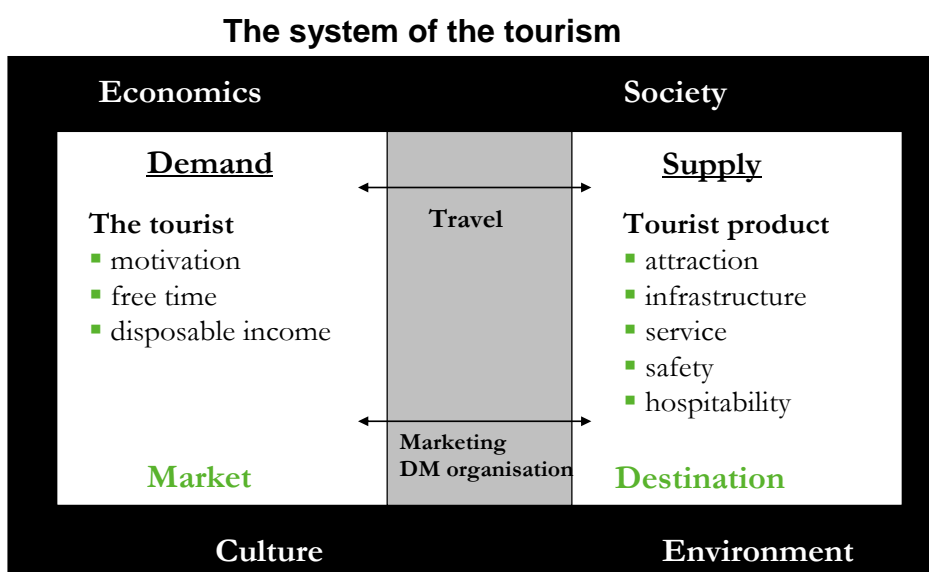


Figure 1: After Lengyel , 1992 modified

From the factors forming the two sub-systems of the tourism market, the *supply (tourist product)* consists of the following elements: attractions, accessibility, services, safety, hospitality, etc.. The elements of the tourist destination according to the above definition (Buhalis, 2000) run as follows: tourist attractions (natural and man-made attractions, special events, etc.), accessibility, tourism services, product packages, activities, and public services.

From the above-mentioned, one can say that the elements and combination of the factors of supply and the ones forming the destination are the same. However, there is a difference because the tourist product can be only one product or some services or even a pile of services meeting the demands of the tourist being away from his home. From the tourist's point of view only the pile of complex services means a product because it has to meet all of his demands (Lengyel, 1992). The product can be only one or several products as well, however a destination can be characterised as a set of complex services and attractions related to each other.

Some scientists put an equals sign between the tourist product in a wider sense and the tourist destination: e.g. according to Bieger (1998) a destination is just like a tourist product that competes with other products on the tourist market.

A Destination management system is responsible for the tourist destination controlling and management forms a connection with the poles of demand and supply.

The operation of destination management as the tourist value chain

The simple value chain represents a process that delivers a product from the idea through the product development phase to the end-user. Michael Porter characterised the value chain with the connection of activities whose elements represent the different levels of providing offers. The principle of destination operation is similar to the one of the traditional value chain, too. However, destination management as the tourist value chain leads the tourist through the entire process of travel, right from the decision of travelling to the return. The traditional value chain puts the product and its development in the centre; the leading actor of the tourist value chain is the tourist who wants to use tourist products (tourist supply of the destination) in a more complex way to be able to meet his demands. The tourist value chain consists of the elements determining and influencing the travel process and of the elements provided by the specific destination.

There can be different actors behind the offering factors that form a destination, just like e.g. the local self-government, the owners and operators of the attractions, services, local tourist consortiums and partnerships, civil organisations, institutions supporting enterprises, tourism developing institutions, organisations, etc.

It is important that service providers should provide the same high level of quality because a service of different levels of the key and supplementary functions of destinations can influence the judgement of the whole destination negatively.

For the operation of a destination as a tourist value chain, an organisation is necessary that can establish a connection between the tourist and the receiving area, that is independent, has the suitable competences and means, and is capable of coordinating the characters and building up the activities.

The tourist value chain

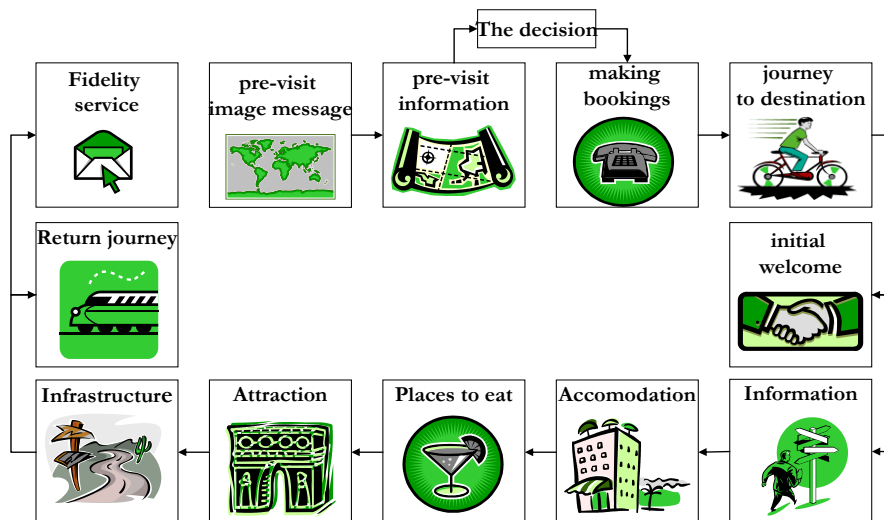


Figure 2. After Tózsér, 2002

Definition, characteristics of the tourist destination managing organisation

On the basis of some definitions, we can sum up the point of the tourist destination managing organisation in the following way:

- The tourist destination management organisation (Buhalis, 2000) takes the entire responsibility for the tourist products of the whole destination, for their development through controlling, encouraging and other means and for the development of a partnership that is able to provide positive experience for the tourists;
- Its main role, function (Faragó, 2006.) is the establishment of the cooperation and coordination between the non-profit and private characters of tourism. Its purpose is to increase the tourism, the tourist income of the specific area and to strengthen the image of the territory. It usually introduces the tourist supplies of a specific area for the tourists and the branch of tourism in a way free of competition.

Conclusions

On the whole, tourist destination management (Lengyel, 2005) means an activity that keeps an eye on the interests both of the tourists and the receiving communities and serving them as well. Its mission is: to provide adventures for the tourists, economic, social and environmental advantages for the receiving communities. Tourist destination management has to be carried out by an independent organisation with the suitable competence, means and experts to be able to perform its involved tasks.

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Exploring tourist experiences through ethnography

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Abstract

This paper seeks to examine rural tourist experiences and satisfaction through the employment of ethnographic techniques. Towards this end, an examination of tourist experiences is initially presented. Additionally, the results of an ethnographic study (which involves personal active participation, informal interviews and casual conversations) undertaken in the Mediterranean Island of Cyprus are presented. The study's contemporary findings acknowledge and accentuate the uniqueness and distinctiveness of each tourist hence leading towards the conclusion as well as the suggestion that the destination and subsequently the stakeholders involved should focus on each single individual tourist rather than on groups of tourists, if they yearn to enhance the tourist experience. The researchers support the employment of such techniques for the in-depth understanding of tourist experiences as well as for tourist psychological matters, such as motivation and expectations.

Keywords: Ethnography, Tourist Satisfaction, Tourist Experience, Rural Tourism, Cyprus.

Introducing tourist satisfaction

Parker and Mathews (2001) note that satisfaction is related to other words such as 'make pleased' or 'contented' while Solomon (2002) suggests that satisfaction or dissatisfaction is determined by the overall feelings a person has about a product after he/she has purchased it. In specific regards to the tourism field, Pizam, Neumann and Reichel's (1978) approach to conceptualize the term resulted in defining tourist satisfaction as 'the result of the interaction between a tourist's experience in the destination area and the expectations he/ she had about the destination' (p.315).

Even so, Arnould and Price (1993) challenge the abovementioned definition on the grounds that it assumes that expectations play a pivotal role in determining satisfaction, while at the same time commenting that the most satisfactory experiences can be those which are least or not expected. Anton's (1996) approach towards defining customer satisfaction resulted in a more comprehensive and contemporary definition as Choi and Chu (2001) regard it to be, by basically suggesting that it is a state of mind in which the customer's needs, wants and expectations have been met or exceeded, resulting in

repurchase and loyalty. That being established, Parker and Mathews (2001) state clearly that satisfaction means different things to different people thus laying emphasis on the fact that satisfaction is a personal affair. As a matter of fact relevant studies (e.g. Choi and Chu 2000; Poon and Low 2005) conclude that the way people perceive fulfilment, differs.

Over the last few decades, a number of researchers from various fields (e.g. Hartman 1973; Prakash 1984; Gronroos 1990; Thirumanlai and Sinha 2005) focused their attention on the investigation of customer satisfaction. Co-researchers in the hospitality and tourism fields have also followed the same path since this is reflected by a plethora of relevant studies (e.g. Moutinho 1987; Oh 1999; Su 2004; Bowie and Chang 2005; Truong and Foster 2006; Stradling, Anable and Carreno 2007). This focus is primarily attributed to the positive impacts associated with tourist satisfaction. Darnell and Johnson 2001; Hansemark and Albinsson 2004; Matzler, Fuchs and Schubert 2004; Martin- Cejas 2006; Yu and Goulden 2006 suggest that satisfaction positively affects the hotel/organisation or even the destination through repeat purchases and positive word of mouth. Achieving customer satisfaction is seen as the key to business success since empirical studies (e.g. Johnson, Nader and Fornell 1996; Zeithaml 2000; Kanoe 2003; Kengpol and Wangananon 2006) actually confirm the positive correlation between customer satisfaction and profitability. Researchers such as Akama and Kieti (2003) and Su (2004) concur on the fact that providing and maintaining tourist satisfaction is one of the biggest contemporary challenges of the hospitality/tourism industry. Its significance to the relevant sector is widely recognized by other scholars (e.g. Kozak and Remington 2000; Choi and Chu 2001; Arnould, Price and Zinkhan 2004; Yoon and Uysal 2005) as being an extremely important factor leading to the success of the sector. According to Fuchs and Weiermair (2004) satisfaction is considered by destinations to be as one of the most important sources of their competitive advantage. Furthermore, it is acknowledged by Deng (2006) and Ueltschy *et al.* (2002) respectively to be a critical issue in today's competitive global market and a major element needed to create and sustain a competitive business. Yu and Goulden (2006) highlight the importance of tourist satisfaction by commenting that understanding tourist satisfaction is essential to destination managers for them to improve their products and services and to effectively promote these to target markets in search for new and repeat tourists.

Hui, Wan and Ho (2006) stress the fact that higher probability is linked to guest satisfaction when they choose the destination again, and engage in positive word of mouth behaviour. Crosby (1993) and Akama and Kieti (2003) regard the word of mouth as being the cheapest and most effective form of hotel/destination promotion. Likewise, Poon and Low (2005) agree on the fact that customer satisfaction most likely leads to both purchases repetition and favourable word of mouth. In-fact, there is plenty of evidence (e.g. Taylor 1997; Kozak and Rimmington 2000; Gonzalez, Comesana and Brea 2006) to support the contention that satisfaction influences customer/tourist behaviour in a positive manner. Kozak (2001) states that one of the objectives of tourism businesses and destinations should be to offer tourist satisfaction. Even so, worth mentioning is the fact that on the other side of the spectrum, dissatisfied tourists may choose other alternative destinations or decide to continue visitation with no intention for further interaction with the service providers [Reisinger and Turner (2003); Arnould, Price and Zinkhan (2004)] . Based on Schlesinger and Heskett (1991), any decision on behalf of the guest to swap over to a different destination obviously creates a negative impact on the abandoned one, given that more efforts to attract new guests are required which incidentally is a more costly procedure than retaining the existing ones. Chon, Christianson and Lee (1995) highlight the fact that dissatisfaction may further lead to unfavourable word of mouth with its associated negative impacts.

Despite that, it appears evident that holistic endeavours to examine tourist satisfaction by acknowledging what precedes and what follows tourist dis/satisfaction are restricted to a handful of studies (e.g. Chen and Tsai 2006). Besides, taking into serious consideration the impacts associated with tourist dis/satisfaction any attempt to investigate tourist satisfaction holistically ought to be welcomed. This would most likely bring to surface novel findings of great value to both the tourism academic community as well as to the practitioners involved in the provision of services to the tourists. That said, there has been relatively little consideration towards the investigation of rural tourist satisfaction and this is limited to a few noteworthy studies, which have examined aspects of the rural tourist satisfaction process (e.g., Reichel, Lowengart and Milman, 2000; Saez, Fuentes and Montes, 2007). In fact, the rural tourist satisfaction process seems to have its knowledge gaps. For instance, Kastenholz and Almeida (2008) highlight the need of understanding the rural market differences (e.g. motivations), whilst Frochot (2005) calls for additional research to appreciate rural tourist's expectations.

Introducing ethnography as a methodological approach in investigating Tourist experiences and satisfaction

Henn, Weinstein and Foard (2006) approach the subject of ethnography from a rather philosophical point of view by stating that 'researchers undertake ethnographic studies to see the world in a new way from the point of view of the people under investigation, not just to confirm their preconceptions about a particular issue or group that they are studying' (p.171). Gummesson (2003) characterizes ethnography as being an in-depth research method while Genzuk (2003) mentions that ethnography has its roots planted in the fields of anthropology and sociology.

As applied to tourism research, ethnography according to Veal (1997) 'seeks to see the world through the eyes of those being researched, allowing them to speak for themselves, often through extensive direct quotations in the research report' (p. 140). Bryman (2004) states that ethnography is not exactly synonymous with observation since this methodological approach refers to more than just the process of observing, given that it also embraces informal plain chats/conversations or even conducting in-depth interviews with individuals. Others (e.g. Palmer 2005; Daengbuppha, Hemmington and Wilkes 2006; Henn, Weinstein and Foard 2006) concur on the fact that the abovementioned informal conversations put people at their ease, thus enabling the researcher to obtain information that may indicate the underlying feelings of the respondents. Ryan (1995a) and Kawulich (2005) seem to share similar views by stating that the process of conducting an ethnographic research involves, besides observation, formal interviews and/or informal conversations which enable the researcher to check for verbal and nonverbal expressions of the participants' feelings. Furthermore, it is claimed that in the tourism field, direct interaction with respondents by the researcher playing a real part, rather than simply acting as a detached observer, generates rich and significant data (Ryan 1995b). Case to the point, in an attempt to understand in-depth the travel culture of backpackers, Sorensen (2003) gained rich data by using an ethnographic approach whereby he employed semi-formal and informal interviews in the shape of extended conversations at accommodation venues, restaurants, bars and on excursions (safaris, trekking). Bowie and Chang (2005) adopted an ethnographic approach in order to evaluate tour/tourist satisfaction whereby they carried out participant covert observation by combining observation of participant's actions and conversations with tourists being engaged in tour trips, during the meals and their leisure time. Bowen (2001b) with the opportunity to study customer satisfaction and dissatisfaction in the tourism field decided that the most appropriate method to use was

participant observation, backed up by semi-structured tourist interviews. Furthermore, Arnould and Price (1993) in a study of the relationships between tourist expectations and satisfaction in river-rafting trips, conclude that participant observation data enrich the interpretation of qualitative results.

In an endeavour to stress the importance and likelihood benefits of ethnographic techniques, Fielding (1993) makes reference to the ethnographic techniques which entail the study of behaviour in a natural setting, 'getting the seat of your pants dirty... in the real world, not the library' (p.157). Canniford (2005) postulates that an ethnographic approach allows naturalistic investigation into the host of influences that affect individuals' day-to-day lives. Furthermore, according to Bates (2005), the researcher shapes an understanding of the experience and worldview of people under investigation. In addition, ethnographic techniques and particularly participant observation is referred to by Van Maanen (2006) to be a softer approach than the harder approach presented by questionnaires while the same researchers also stress the fact that it maintains an almost obsessive focus on the empirical. In regards to the questionnaires, researchers such as Saleh and Ryan (1992) and Bowen (2001a) make reference to Customer Satisfaction Questionnaires, which unlike an ethnographic approach, return merely glanced over the surface. Palmer (2005) notes that the wealth of data generated and the level of detail from the participant observation could not be created by neither quantitative nor qualitative customer satisfaction questionnaires.

Gale and Beeftink (2005) add that most tourist satisfaction models follow a positivistic approach (e.g. Moutinho's 1987 Vacation Tourist Behaviour model) in which tourists are viewed as rational beings who evaluate their level of satisfaction through a disconfirmation paradigm whereby the tourist's satisfaction is evaluated based on whether their expectations (e.g. regarding the amenities) prior to their trip were met or exceeded. Others (e.g. Decrop 1999; Crossan 2003) argue that this particular approach (positivistic) may not accurately capture the complexity of factors involved in the satisfaction evaluative process of tourists; in a row, they suggest to move beyond the rational decision making principles found in positivistic approaches, towards an interpretivistic approach which is incidentally, according to Henn, Weinstein and Foard (2006), associated with predominately qualitative methods (e.g. observation studies) that have as a purpose to build an understanding of the motives and intentions that underpin social behaviour.

Probably, one of the main reasons behind the usefulness of observations in terms of providing an in-depth understanding of tourist satisfaction seems to be the fact that it allows the use of the aforementioned conversations (Kawulich 2005) which unlike a positivistic approach, it allows an interactive and cooperative relationship to be developed between the investigator and the people being researched (Ryan 1995a; Decrop 1999). Actually, Bowen (2001a) underlines the significance of conversations in the tourism field and proceeds by laying emphasis on the fact that their relevance in the research of satisfaction will soon become apparent. Worth noting, is also the fact that Bowen adds that participant observation is to be looked at as an important technique in the understanding of tourist satisfaction and dissatisfaction, and in any attempt to overcome the limitations of a positivist and quantitative approach' (p.38).

Unlike other approaches which are used to research tourist satisfaction such as for instance the SERVQUAL model (Parasuraman, Zeithaml and Berry 1985), the approach of participant observation as this is portrayed by other scholars (e.g. Swan and Bowers 1998; Bowie and Chang 2005), allows the researcher to interact with those being studied and minimize the distance between the researcher and the participants. The result of this

active interaction is a deeper understanding of how consumers experience satisfaction, thus becoming a key method to research particular phenomena such as leisure and tourism elements. A model which is currently used to measure tourist satisfaction is the SERVQUAL model (e.g. Pawitra and Tan 2003) which basically suggests that the gaps between customer expectations and their perceptions of actual performance drives the perception of service quality (Parasuraman, Zeithaml and Berry 1985; Parasuraman, Zeithaml and Berry 1988). The SERVQUAL model (sometimes with slight variations) has been widely used in the hospitality and tourism field such as for instance in travel agencies (e.g. Bigne et al. 2003) and hotels (e.g. Tsaur and Lin 2004). However, although it is regarded (e.g. Lam and Woo 1997) as a leading tool in measuring service quality, it is criticised by a number of scholars (e.g. Cronin and Taylor 1992; Buttle 1996; Truon and Forster 2006) on the basis that it is a non-holistic approach, which does not address the total holiday experience. Gale and Beeffink (2005) challenge the aptness of these models (e.g. SERVQUAL and Moutinho's Vacation Tourist Behavior Model) for the investigation of tourist satisfaction on the basis that they assess the gap being created between expected/predicted and delivered service/reality which may not, after all, influence tourist satisfaction since tourists through 'active involvement' (p.347) play a significant role in deciding and shaping their own experiences towards achieving satisfaction. In more detail, tourist experiences can be regarded as the result of an active endeavour by a person to create a situation in which he/she achieves satisfaction, thus the active involvement of the tourist in the shaping of the performance (e.g. of a tour) and the creation of his/her personal experiences also needs to be acknowledged (Geva and Goldman 1991; Foster 2000; Gale and Beeffink 2005).

The abovementioned emerge to reinforce the statement of Palmer (2005), which makes reference to positivistic approaches which are not able to capture the 'complexities involved in trying to understand social phenomena' (p.13). Stewart and Floyd (2004) suggest the use of the afore-discussed interpretivistic approach such as observation which can add value by revealing these complexities which would have otherwise been missed through an evaluation of the gaps between expectations and reality because it enables the researcher to 'directly or completely capture someone's lived experiences and social reality' (p. 4).

Other scholars (e.g. Jafari and Way 1994; Elliott and Elliott 2003; Agafonoff 2006; Mariampolski 2006) stress the fact that ethnography reaches the parts other research approaches can not reach, even compared to other qualitative methods. Bowen (2002) highlights that the advantages of participant observation are favourably contrasted with customer service questionnaires, while the focus of their research was tourist satisfaction, the researcher envisages the employment of participant observation research into other tourist behaviour studies, as well as, express hopes that other researchers will attempt to fully adopt the technique. As a shift from traditional tourism research, Daengbuppha, Hemmington and Wilkes (2006) argue that their study, which embraced ethnographic techniques, offers useful guidance for similar investigations of tourist experiences, which seek the emergence of new knowledge in tourism.

Exploring tourist experiences through ethnography: studying Rural tourists on the island of Cyprus

Capitalising on the aforementioned ethnographic cases, the rather exigent ethnographic techniques have been employed in order to investigate in-depth rural tourist (agritourist) satisfaction in the Mediterranean Island of Cyprus. Through these techniques, insights into the guest's pre-travel stage; at the destination stage; and meta-travel stage, are revealed.

In more detail, the study embraced, apart from active participation, several informal interviews and dozens of chats with the participants, in this case, agritourists (rural tourists), who chose to stay in traditional venues in the Island's countryside. The ethnographer experienced what is like to be an agritourist by being accommodated in traditional venues and consuming the same products and services offered to the agritourists. Additionally, several informal interviews were conducted in such traditional venues, with agritourists being randomly selected. Also, dozens of chats/casual conversations with agritourists mainly at key points of interest or highlights of the countryside (e.g. national parks, ancient sites, museums and monasteries), as well as during festivals and special events were held in the countryside throughout the year. The rationale behind the employment of such informal interviews and chats was to reveal information which the ethnographer could not have otherwise obtained from personal experience, such as, information which led to the visitation as well as post-travel behavioural intentions. The employment of ethnographic techniques revealed novel information regarding agritourist motivation, the role of quality in the guest satisfaction process, and the future behavioural intentions following dis/satisfaction.

The study reveals that rural tourists' needs differ according to the individual, leading to the conclusion that attempts to generalize satisfaction, either by academics or practitioners, without acknowledging the uniqueness of each tourist may not be wise. Indeed, such attempts to categorize tourists in broad groups seems not to take into consideration the fact that tourists have their individual needs, which they seek to satisfy whilst at the destination. Therefore, even though the researchers proceeded towards the categorization of tourists into niche/small groups based on their similar (shared) needs, it is emphasized that each tourist is unique with his/her own personal requirements. For the first time, several niche groups of rural tourists were identified, based on the reason/occasion, which led to the countryside visitation. Examples of such sub-groups of tourists which have been identified through this study are the 'walkers', 'cyclists', 'soft/hard activity seekers', 'gastronomic seekers', 'authenticity seekers', 'personal service/attention seekers' and 'flora and fauna seekers'.

Rural tourists expressed their expectations regarding an array of aspects, which they were expecting to view, experience and/or consume in the province. Expectations about the natural and artificial environment of the destination, hosts and locals, activities, food and beverages and other services (e.g. infrastructure) all varied. Notably, guest needs and guest expectations varied according to the individual, while the emphasis given by each agritourist upon particular expectations differed based on the main reason/occasion, which led him/her to the destination. Those which were motivated to visit the countryside due to reasons associated with the destination's natural environment (e.g. 'nature seekers', and 'bird watchers') expressed and shared similar expectations in regards to the natural environment and related services they were expecting to view and consume whilst at the rural setting. Contrary to the above, expectations in regards to the artificial environment were mentioned and stressed by (e.g.) the 'archaeology seekers', which were mostly interested in viewing and studying the country's ancient sites and historical monuments. Even so, it is stressed that each agritourist expressed his/her own expectations, which were found to be linked to the primary reason for countryside visitation. For instance, even though 'bird watchers' and 'flora seekers' both expressed similar expectations in regards to the natural environment, the latter mentioned placed emphasis on the different flowers and herbs they were expecting to see while the others articulated expectations about the differing bird species they were expecting to see once at the destination.

Findings support the view that rural tourists focus on different aspects of their experience which are found to be related to their primary reason for countryside visitation. Tourists in effect, visit the country for different occasions and have different critical indices through which they evaluate the success or otherwise of the visit (Lashley 2000; Lashley and Lincoln 2003). For instance, the 'soft/hard activity seekers' focus their attention on the activities being offered in the rural areas, while the 'gastronomics' were found to be more interested in the food and beverage countryside offerings (e.g., local delicacies). Likewise, the 'personal service seekers' were found to emphasize on the personal service/attention being provided by the venue's host, and basically the human relations. The 'nature seekers' were mostly interested in the natural environment of the destination. In fact, this ethnographic study acknowledges that tourists draw their attention on different quality aspects of their countryside experience, thus the quality focus on behalf of the destination should not only target certain services. Instead, it should focus on all destination offerings (e.g. natural environment, activities, food and beverage) in order to content all and not specific tourists. Negligence on behalf of the destination to focus on the quality of certain offerings (e.g., food and beverage) will adversely impact on the satisfaction of agritourists and especially on those who draw their attention on those specific offerings (e.g., 'gastronomic seekers'). The concept of occasionality will be helpful for both academic and tourism practitioners because it allows for actions which focus on the reasons why tourists visit a destination. From this stems an understanding of their expectations and factors, which are deemed critical for their visit.

Even so, any sort of investments (monetary and non-monetary) on behalf of the agritourist should be taken into consideration. This is because the personal experiences of the ethnographer as well as agritourists' experiences reveal that satisfaction may be negatively influenced if the guest concludes that what has been 'given' is too much compared to what has been 'received' in return. The destination should therefore endeavor to minimize as much as possible the tourist's personal investments (e.g. reduce prices and feelings of anxiety). At the same time, the destination is strongly advised to offer to its guest the unexpected which seems to pleasantly surprise and add value to the guest's experience. 'Hospitableness' for instance seems to be something which is least or not expected by agritourists. This seems to add value to the guest's experience and consecutively fosters guest satisfaction achievement. Even so, there are other external influences beyond the control of the destination, which may interfere in the process of achieving guest satisfaction, such as for instance, severe weather conditions. For this reason if possible, the destination should inform the tourists during the pre-travel stage of any possible hazards, dangers and risks. In fact information provided to guests (e.g. via websites) will give them the opportunity to choose the right region as well as the season to visit the destination. This will furthermore adjust their expectations in order to avoid unpleasant reality shocks upon arrival.

Having established that, the study furthermore highlights the importance of achieving tourist satisfaction. This is because although it may not secure a revisit intention on behalf of the tourist it will definitely create a positive behavioural intention (e.g. spread a positive word of mouth). Besides, all those who remained satisfied with their countryside experience expressed the intention to share with others they will come in contact with (e.g. colleagues), their pleasant experiences as well as recommend to them the destination. In opposition, all those who remained dissatisfied, not only do they not intend to return to the destination but are also planning to discourage others from (e.g, through negative word of mouth) visiting the rural destination.

Conclusion

A significant number of researchers in the tourism and hospitality fields alike stress the importance of achieving tourist satisfaction. This basically emanates from the positive impacts that tourist satisfaction inflicts upon the organization and/or destination. Despite the extensive attention given by the tourism academic community in the investigation of tourist satisfaction, it is clear that the rural tourist satisfaction process has its knowledge gaps. Even so, this ethnographic study attempted to investigate holistically the rural tourist satisfaction process whilst using as a case study the Mediterranean Island of Cyprus. The ethnographic findings which emerged, can be of great value to tourism scholars in terms of enhancing their comprehension of tourists while simultaneously and perhaps most importantly, assisting practitioners in the relevant field in their endeavors to achieve tourist satisfaction. Crucially, this involves studying and considering the different occasions why tourists visit a rural destination. From this, it is possible to gain insights into rural tourist psychological matters in an attempt to identify the individual factors which drive tourists to visit a rural destination and subsequently, the expectations they earn from these destinations. This in turn, will aid in our assessment of the visit's success, in an effort to enrich and enhance the overall tourist experience. Subsequently, the researchers suggest the employment of ethnographic techniques in an effort towards investigating tourist psychological matters, so that new information in this direction, is brought to surface.

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Measuring visitor experience in cultural heritage tourist attractions: a non-market perspective

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Introduction

Traditional market analyses which identify direct and indirect expenditure effects are a familiar tool in the tourism sector. While such techniques can elucidate the more easily measurable economic impacts of a cultural or heritage site, it is evident that a wide range of values can be attributed to cultural heritage sites. For example, there are also non-market or non-monetary values, such as the 'satisfaction' derived from visiting a cultural heritage site, or the aesthetic value of a cultural heritage site to a local community. Tourist experiences of a cultural heritage asset falls within this class of values. Non-market analyses try to capture the values and benefits that are not picked up by the market valuations.

It is therefore possible to apply two types of economic valuation analysis to cultural heritage sites – market and non-market. Because cultural heritage goods and services are not usually traded in conventional markets, the benefits derived from these goods and services are 'external' to the market. The economic valuation of non-market cultural heritage goods and services attempts to 'measure' individual's preferences for non-market goods and services. If monetary estimates are made of an individual's preferences for such goods and services, these can be integrated into an economic format comparable to conventional economic costs and benefits. This will enable impacts generated in the sector to be accounted for in policy and decision making processes.

Non-market valuations can be separated into two techniques: revealed and stated preference. Revealed preference techniques are based on an individual's actual purchasing decisions. Stated preference techniques are based on how people say they would react to changes in the market.

Revealed preference methods

The revealed preference methods of non-market valuation comprise of two principal techniques. Travel cost analysis and the hedonic price analysis. The underlying assumption of the travel cost methodology is that the amount individuals are prepared to pay to travel to a cultural heritage site is a reflection of the value of the goods and services provided by that heritage site. Using this framework, the expenses that individuals incur in order to visit a site, in terms of time and travel costs, are a proxy for the 'price' of access to the site. This data can be used to estimate willingness to pay and hence value for the site.

Unfortunately travel cost analysis is not an ideal mechanism for determining the value of visitor's experiences, because the decision to travel and therefore incur the costs is taken before visiting the site (unless a repeat visit is being contemplated). Travel Cost therefore can usually only value a visitor's perceived value of a heritage or cultural site.

Furthermore, this value would not be able to accommodate the 'experience' of the visitor. The hedonic price methodology relies on property values, or sometimes wages, to derive a value. This means that it is a poor tool for valuing visitor experience at a heritage attraction.

Stated preference methods

It is apparent that the fundamental flaw with revealed preference techniques is that they are retrospective. Furthermore, marketed goods may not always neatly relate to cultural heritage (i.e. visitor experience benefits). Revealed preference techniques are therefore unable to provide an adequate value for tourist's experiences.

These kinds of limitations have led to an increase in the application of stated preference techniques. These methodologies can be applied to a wide range of circumstances where no marketed goods exist. Stated preference methodologies comprise two principal types of technique: contingent valuation and the contingent choice family of techniques. Contingent valuation is by far the most commonly used method for site evaluation.

Contingent valuation

The contingent valuation method (CVM) is a non-market valuation technique based on stated preference (what respondents say they will do in a hypothetical scenario), which tries to extract an estimation of the 'willingness to pay' for a good or service from users and non-users. The contingent valuation method was first proposed in 1947 and applied in a Harvard Ph.D. dissertation on the economic value of recreation in woodlands in Maine. Numerous applications of the method to various public goods and studies of its methodological properties were conducted in the 1970s and 1980s. These studies are mainly from the environmental arena but also cover the fields of transport, health, education, and the arts, and have been conducted across the globe. Tourism studies comprise a surprisingly small minority of these studies.

The earliest application of non-market analysis in the 'cultural' field was the contingent valuation study undertaken in Australia to determine the value of support for the Australian arts, using increased taxes as a payment vehicle. The success of this early study was an impetus to the use of contingent valuation techniques in the cultural arena. The technique was used increasingly for other cultural valuation studies throughout the 1980s, including a referendum on a Swiss municipal theatre, the value of performing arts and culture in Ontario, cultural attractions in Britain, and the purchase of two Picasso paintings by a Swiss city (Noonan 2002).

However, it was not until the early 1990s that non-market analyses began to be applied to cultural heritage sites. The earliest published study was a contingent valuation survey undertaken at Nidaros Cathedral, Norway (Navrud *et al.* 1992, Navrud and Strand 2002). This was followed by a blossoming of site valuations in 1994, including a valuation of the damage caused by air pollution at Durham Cathedral, UK (Willis 1994), the value of maintaining 16 historic buildings in Neuchatel, Switzerland (Grosclaude and Soguel 1994), and a valuation of three historic sites in Italy.

1996 saw studies of the renovation of buildings in Grainger Town, Newcastle, UK (Garrod *et al.* 1996), and the WTP to gain entry to Warkworth Castle, UK (Powe and Willis 1996). It also saw the first publication of what was to become an extensive and sophisticated series of reports on the Royal Theatre in Copenhagen (Bille 1996).

The first valuation of an archaeological site was conducted in 1997, with the study of the archaeological complex at Campi Flegrei in Naples, Italy (Riganti 1997). The nineties closed with an evaluation of alternative road options for Stonehenge, UK (Mourato and Maddison 1999, Maddison and Mourato 2002).

Recently, contingent valuation has been used to determine WTP values for cleaning Lincoln Cathedral, UK (Pollicino and Maddison 2001), and retaining cultural services at various Italian museums (Bravi *et al.* 2002). The value of Italian heritage assets was assessed at Napoli Musei Aperti, Naples, Italy (Santagata and Signorello 2000, 2002), the baroque city of Noto, the Bosco di Capodimonte, and museum services in the Galleria Borghese museum, in Rome. Museums and archives have also been intensively studied, including the Surrey History Centre, UK (Özdemiroğlu and Mourato 2002), congestion at the British Museum (Maddison and Foster 2001), and the National Museum of sculpture in Valladolid, Spain (Sanz *et al.* 2003). It is apparent that most types of cultural heritage assets have been valued using stated preference non-market valuation methods (see Kaminski *et al.* 2007).

Some CVM surveys have touched on specific elements of the visitor's experience of a site. For example, it is evident that the quality of the heritage environment influences the visitor experience and this can be valued in stated preference surveys.

Environmental quality and the heritage experience

A number of contingent valuation studies have been conducted on historic buildings and urban environments to determine the value that visitors and residents would place on the restoration of the historic fabric. The results to-date indicate that this is an area that affects visitor's experience of the site and that they are often willing to pay to mitigate the negative experience of degradation of the historic fabric or overcrowding.

For example, Stonehenge is managed by English Heritage and is a UNESCO World Heritage Site. Constructed during the Neolithic and Bronze Ages (between 5,000 and 3,500 years ago) Stonehenge is a circular henge monument (bank and ditch) containing the stone circle. It is located in a well-preserved remnant prehistoric landscape containing 450 archaeological sites, mainly burial mounds, on Salisbury Plain, Wiltshire. However, two roads (the A303 and A344) pass very close to Stonehenge, causing noise pollution to the visitors, and breaking up access to the prehistoric landscape complex.

A survey by Maddison and Mourato (2002, Maddison and Mourato 2001 and Mourato and Maddison 1999) was used to determine if UK residents preferred the current road layout near Stonehenge or a tunnel option that would route the roads out of site from the monument. In total 129 UK visitors to the site and 228 UK households were surveyed to determine WTP values for the alternative road options. Those surveyed were shown photographs of the current road and a representation of what the new tunnel would look like. After the respondent stated a preference regarding the alternatives they were asked for a WTP value using a payment ladder format for a two-year tax increase to support their road preference.

The mean WTP per household for the tunnel option was £12.80 and £4.80 for retaining the current road layout (giving rise to an aggregate value of £265 million for the tunnel and £116 million for the current road). There was a fairly even split between respondents on

which option they would prefer (144 preferred a tunnel and 126 wanted to retain the current road layout).

Many studies have been conducted to value the damage to the historic environment by air pollution. Ultimately this is an experience issue. Degraded buildings and poor environment do influence both the tourist and resident's experience.

For example, the first evaluation of a cultural heritage site using the contingent valuation method took place at Nidaros Cathedral, Trondheim, Norway (Navrud *et al.* 1992, and Navrud and Strand 2002). Navrud (1992) used contingent valuation to estimate visitor's WTP values for reducing the deterioration of the building caused by air pollution.

It was found that respondent's willingness to pay for the reduction of air pollution required to preserve the cathedral was 318 NOK, but the WTP for the repair of pollution damage to the cathedral was 278 NOK. It was noted that 65% of the respondents felt that the original structure of the cathedral had a greater meaning to them than a restored structure.

Using the cathedral's 165,000 visitors in 1991 as a base, the aggregated benefits of these results were calculated. Applying the mean WTP values provided estimations for visitors of 52.5 million NOK for preservation and 48.9 million NOK for restoration and repair. Approximately, 41,000 foreigners visited the cathedral in 1991, providing an average WTP attributed to foreigners of 238 NOK and 174 NOK respectively. The value of preserving and restoring the cathedral was 10 million and 7 million NOK (Navrud and Strand 2002: 38-9).

CVM can be used to elicit the values of both residents and visitors. Resident-oriented surveys have been conducted in Neuchatel, Switzerland by Grosclaude and Soguel (1994) which attempted to determine the WTP for restoration of damage, caused by traffic pollution, to 16 historic buildings in the town. In Grainger Town, Newcastle (UK), a study by Garrod *et al.* (1996) was used to ascertain if Newcastle taxpayers were willing to pay increased taxes for the restoration of historic buildings in Newcastle's Grainger Town.

It is evident that the visitor's experience is a component of many of these contingent valuations but often it is difficult to determine from the overall valuation figure. However, changing the valuation question to one directly aimed at the visitor experience would change this. The potential for using contingent valuation to value visitor experiences is considerable.

Contingent choice modelling

Contingent choice modelling was originally developed for marketing research and transport to measure preferences for different characteristics or attributes of a multi-attribute choice (Bateman *et al.* 2002). Choice modelling is similar to contingent valuation, in that it can be used to estimate both economic and non-use values for cultural heritage sites. Like contingent valuation, it is a hypothetical method, which requires individuals to make choices based on a hypothetical scenario. Unlike contingent valuation, it does not directly ask respondents to state their values in financial terms; rather the respondents are asked which scenario they prefer. Values are inferred from the hypothetical choices that the respondents make. Choice modelling comprises a family of techniques including choice experiments, contingent ranking, contingent rating and paired comparisons. Contingent choice can be used to rank options as well as estimate financial values.

A number of heritage attractions have used contingent choice techniques including; the British Museum (Maddison and Foster 2003), St. Anne's Cathedral Square, Belfast (Alberini, *et al.* 2003), the Galleria Borghese museum, Rome (Mazzanti 2003a, 2003b), and Knossos Palace and the Heraklion Archaeological Museum (Crete). These studies highlight the potential for using the techniques to place a value on visitor experiences.

A study by Maddison and Foster (2003) reports on work conducted to value the reduction of congestion at the British Museum. The British Museum in London is a heavily visited national attraction with 5.4 million visitors recorded in 1999. This level of visitation can affect the quality of the experience that is provided because of queuing, noise, and inability to view the exhibits. The research attempted to determine a value for the congestion costs imposed by visitors to the British Museum on other visitors. A number of potential solutions are forwarded to try to solve the issue of congestion. The possibility of charging was forwarded, and so was putting more artefacts on display, as was the use of an Internet-based virtual tour of the museum. The authors considered that this would not eliminate congestion, because a virtual tour would not provide the same levels of satisfaction as an actual visit to the site. There was also a concern that the cost of technology might outweigh the benefits of reduced congestion.

A choice experiment was conducted on 400 visitors to the museum in August 2000. The visitors were shown photographs of three exhibits at their most crowded, and photos of the same exhibits when less crowded. The visitor experience survey implied that the crowded photos were associated with free admission, and the less-crowded photos with an admission charge (these were randomly chosen at £3, £6, £12, and £20). The respondents then indicated a preferred option.

The authors suggest that there is an estimated congestion cost of £5.99 imposed by the marginal visitor (i.e. the individual's assessment of the congestion cost imposed by an additional visitor was estimated to be 0.04 pence, this was then multiplied by the number of visitors to obtain the aggregate congestion cost imposed by the marginal visitor on all other visitors). The marginal congestion cost does not, however, relate to the optimal charge, because if a charge were imposed, then the visitor numbers would fall and the congestion externality would change. The authors consider that the methodology used could be applied to other sites struggling with issues of mass visitation.

In contrast to a museum environment research by Alberini, *et al.* (2003) focused on St. Anne's Cathedral Square, in Belfast Northern Ireland. The square in the Cathedral Quarter is located in one of the oldest areas of Belfast city. Much of the architecture dates to the nineteenth and early twentieth Century. The square is part of a conservation area and as such the height of buildings is not permitted to exceed six stories high.

The St Anne's Square historic area is showing signs of deterioration because of long-term neglect and a lack of investment. A choice experiment was conducted in which respondents were asked to choose between pairs of regeneration projects for St. Anne's Square or a hypothetical square that was computer generated and designed to similar to St. Anne's in all details except for the historical and cultural aspects.

Four attributes were chosen for analysis: the building height, the comparative amount of open space and built space, the relative retail and residential usage, and the cost of the regeneration project. There were in total 72 alternative regeneration options, of which respondents were presented with the choice of two alternatives, which were randomly selected.

The valuation survey design is noteworthy for its omission of a *status quo* option in the choice sets, where the existing state of the square may be chosen by the respondents. Methodologically the researchers considered that the *status quo* for the hypothetical square would be poorly defined, suggesting that in order for a comparison, St. Anne's must also be treated similarly. Furthermore, the analysis was not designed to estimate willingness to pay, but to assess how the preferences of respondents are influenced by the architectural and land use attributes of public spaces. Face-to-face interviews with 254 respondents were conducted in Belfast City centre in December 2001. A total of 244 usable responses were obtained.

The analysis suggested that respondents favoured regeneration projects for St. Anne's that involved more open space. While in the hypothetical square, the proportion of open space is found not to be statistically significant. The respondents also favoured projects, which preserved the current six-storey height of buildings and increased the residential use of buildings. While in the hypothetical square, respondents' higher proportions of residential buildings were favoured less. In the hypothetical square the higher the cost of a project, the less likely respondents were to choose them. In contrast in St. Anne's Square the higher the cost of a regeneration project, the more likely it was to be favoured by respondents. The study found that the implicit marginal prices for the hypothetical square were as follows. A 50% increase in open space equated to £3.00, a single percent increase in retail space at expense of residential space equated to £0.40, and respondents' WTP to avoid an increase in building height on the square was £7.20.

A study of the Galleria Borghese museum, located within the Villa Borghese Park in Rome was conducted by Mazzanti (2003a, 2003b). The study was based on a survey carried out at the site in the summer of 2000, which collected 185 valid questionnaires (92% of the total conducted) after on-site interviews with visitors. The questionnaire was composed of three sections: the first looked at the subject of the study, the second contained a contingent valuation questionnaire, and the final was a choice experiment followed by a request for socio-economic information.

The author used a choice experiment in which the various attributes of the site were broken down so that visitors could provide willingness to pay for various hypothetical changes in the attributes. The two contingent valuation studies (using a payment ladder format) were carried out in order to familiarise visitors with monetary valuation and to get information on (monetary) values attached to the current offerings for visit length and site conservation.

The visitors were asked to make choices about: increasing the level of conservation and restoration; increasing visit hours; the addition of multimedia services; and the addition of multimedia services, plus a temporary exhibition.

It was found that visitors expressed a preference for an increase in spending on conservation, for an increase in the level of multimedia services and a possible temporary additional exhibition complementary to the main one. The visitors questioned were, on average, not prepared to pay for increasing the time of the average two hour visit.

Using the figures from 2000 for paying visitors and from WTP values, the author calculated the increase in economic surplus, which could be derived from a supply increase (i.e. and additional temporary exhibition and multimedia services and a conservation earmarked fund). The contingent valuation experiment revealed that the gross economic surplus, which could theoretically be captured by introducing new services and conservation funds,

ranged between 21-121% of the direct revenue raised by fee charges, and between 15-88% of the total yearly economic surplus.

Finally a study conducted by Apostolakis and Jaffry (2005) used choice modelling to value visitors' preferences and their willingness to pay for hypothetical developments to Knossos Palace and the Heraklion Archaeological Museum in Crete. Six attributes were studied: advertising, congestion, promotion, eating and drinking facilities, and other attributes which included the "use of A/V material for the interpretation of the exhibits" as well as kindergarten facilities.

To study these, a choice experiment survey was conducted for each site. Three hundred self-administered questionnaires were distributed for each site. The questionnaires were distributed randomly in hotels across Crete. The survey targeted visitors as well as non-visitors to the two heritage attractions. In total 253 usable responses were obtained, giving a response rate for the Heraklion Archaeological Museum of 42.7%, whereas the response rate for the Knossos Palace was 41.7% (Apostolakis and Jaffry 2005: 312).

Analysis of the results revealed that three factors of the hypothetical developments had a strong influence on potential visitation rates – congestion, kindergarten facilities and A/V interpretation. At both attractions tourists with young children felt that the provision of kindergarten facilities increase the probability of visitation. A 50% deterioration in congestion levels in both sites would reduce of tourists' satisfaction levels and lead to a potential reduction in visitation. Middle-aged tourists exhibited positive preferences for the provision of A/V interpretation at the Heraklion Archaeological Museum, but not Knossos Palace. As Apostolakis and Jaffry (2005: 315) note, "given that more than half of tourists in Crete (52%) fall in the 31-50 age category. This result suggests that the majority of tourists belonging in this age group who responded to the museum survey prefer the introduction of A/V material in the form of video and 3-dimensional representations of the museum and its exhibits."

The researchers translated tourists' preferences into monetary units using marginal willingness to pay estimates. From these it was found that tourists with children younger than 10 years old reported that they would be willing to pay €4.00 for the introduction of kindergarten facilities in the Knossos Palace and an extra €4.70 at the Heraklion Archaeological Museum. At the Heraklion Archaeological Museum middle aged tourists were willing to pay €2.67 for the provision of better A/V interpretation facilities. These results make it clear that tourists are prepared to pay extra in order to find out more about heritage sites through better interpretation.

Conclusions

It is apparent from the above review of non-market valuation techniques that the stated preference methods could be applied as a means to eliciting the value visitors place on their experience of heritage attractions. These techniques are gradually being applied to the tourism sector for example, CVM studies have been conducted on the value of Olu Deniz Beach for British tourists in Turkey (Blakemore and Williams 2008), the value of the lobster to tourism in Maine (Daniel 2008), while choice experiments have been conducted at the tourist destination at Rimini, Italy (Brau *et al.* 2006).

The use of contingent valuation is now widely accepted as a non-market valuation technique in the cultural heritage sphere. The methodology is highly attractive because of its potential to capture both use and non-use value. However, for a value to be placed on

visitor experience to the valuation question needs to be focused on issues to do with the visitor experience.

Choice modelling is the most recent innovation in stated preference valuation techniques; there are still few applications to heritage attractions and the wider tourist sector. However, these techniques show the most promise for the evaluation of visitor experience because they have the potential to assess multiple criteria giving this method far greater flexibility compared to contingent valuation.

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Xellum Ltd.

India

Goa University
Equations
Culture and Environment Conservation
Society
India Tourism Development Corp
Gujarat Institute of Hotel Management
Royal Institute of Business & Hospitality
Management

Indonesia

Universitas Mardika Malang
Institut Keguruan dan Ilmu Pendidikan
Semarang
Universitas Sahid
School of Tourism Economics
Universitas Sanata Dharma
Institute of Technology Bandung
PPM Institute of Management
Trisakti Academy of Tourism
Satya Wacana Christian University
Institute for Indonesia Tourism Studies
Universitas Gadjah Mada (UGM)
Universitas Katolik Indonesia Atma Jaya
Indo.com
LinTas
Pelita Harapan Tourism Academy
Directorate of Environmental Technology
Sahid Tourism Academy
San Tours and Travel
Akademi Pariwisata Yadatepe,
Yogyakarta
Manajemen Parawisata Indonesia,
Mapindo
Universitas Sebelas Maret
Udayana University
Tourism Academy Triatma Jaya
Hasanuddin University

Ireland

Dundalk Institute of Technology
Limerick Institute of Technology
Dublin Institute of Technology
Athlone Institute of Technology
University of Limerick
Tipperary Institute
Fáilte Ireland - National Tourism
Development Authority
Institute of Technology Tralee
Letterkenny Institute of Technology

Iran

Iran Tourism Strategic Studies Institute

Israel

Kinneret College on the Sea of Galilee

Italy

Università Bocconi Milano

Università della Calabria

Free University of Bolzano

Università Ca' Foscari di Venezia

University of Molise

IRAT - Institute for Service Industry
Research

SiTI - Sistemi Territoriali per l'Innovazione

University of Salento

Japan

Ritsumeikan Asia Pacific University

Hamamatsu University

Kazakhstan

Kazakh Ablai Khan University of Int.
Relations and World Languages

Kenya

Moi University

Kenya Utalii College

Kenya Disabled Development Society

Latvia

Vidzeme University College

Lithuania

Klaipeda University

Malawi

Soche Tours and Travel

Malaysia

Berjaya Higher Education

University of Malaysia Sabah (UMS)

Universiti Kebangsaan Malaysia

Universiti Kebangsaan Malaysia

University of Malaya

Malta

ITIS Malta

Mexico

Universidad de las Américas Puebla

Mongolia

New Civilization College

Mongolian University of Culture and Arts

Institute of Tourism Management

University of the Humanities

Mozambique

Universidade Eduardo Mondlane

Nepal

The Nepal Trust

Netherlands

NHTV - Breda University of Professional
Education

Hogeschool Drenthe

Wageningen University

Alterra

INHOLLAND University

WICE

University of Tilburg

Hogeschool Zuyd

Maastricht School of Management

Hanze University of Applied Science

Stenden University

SNV Netherlands Development
Organisation

Vrije Universiteit Amsterdam

New Zealand

University of Canterbury

University of Otago

Auckland University of Technology

Waiariki Institute of Technology

Nigeria

University of Ibadan

Empire Travel Services Ltd.

Norway

University College of Sogn & Fjordane

European Event ROI Institute

Lillehammer University College

Harstad University College

Finnmark College

Pakistan

Dawood College of Engeneering and
Technology

Asif Zaidi Tours Pakistan

Ecotourism Society Pakistan

Peru

ESAN (Escuela de Admin. De Negocios para Graduados)
Red de Turismo Sostenible (RedTurs)

Poland

Wyzsza Szkola Ekonomiczno-Informatyczna
Academy of Physical Education and Sport
University of Lodz
Katowice School of Economics

Portugal

Instituto Superior Politécnico Gaya
ESHTE
Universidade de Aveiro
IPDT - Instituto de Turismo
Polytechnic Institute of Viana do Castelo
ISAG - Instituto Superior de Administração e Gestão
Instituto Politécnico de Coimbra
Escola Superior de Educação de Leiria
Universidade de Algarve
UTAD - Universidade de Tras-os-Montes e Alto Douro

Republic of Mali

Adventure Discovery Mali

Romania

Faculty of International Business and Economics
University of Lucian Blaga Sibiu
Academy of Economic Studies
"Dimitrie Cantemir" Christian University Timisoara

Russia

Smolensk Humanitarian University
Russian International Academy for Tourism (RIAT)
St.-Petersburg Academy of management and Economics

Rwanda

Rwanda Eco-Tours

São Tomé e Príncipe

Instituto Superior Politécnico

Serbia and Montenegro

The College of Hotel Management
Belgrade
College of Tourism
Faculty of Sport and Tourism

Slovakia

University of Matej Bel

Slovenia

Turistica - College of Tourism Studies
University of Maribor

South Africa

University of Pretoria
UNISA - University of South Africa
University of Johannesburg
University of KwaZulu-Natal
Cape Peninsula University of Technology
University of the Witwatersrand
Fair Trade in Tourism South Africa
Tshwane University of Technology
Walter Sisulu University
Development Bank of Southern Africa

Spain

Equity Point
EUT Mediterrani
Universidad de Las Palmas de Gran Canaria (ULPGC)
Universidad de Sevilla
Universidad de Deusto
University of Girona
ESADE - E.U. de Turismo Sant Ignasi
Universidad de Jaén
TRAM - Tourism Research and Marketing Science Park for Tourism and Leisure, Ltd. (PCT-TOURISM)
Universitat de Barcelona

Sweden

Dalarna University
University of Kalmar
Mid Sweden University

Switzerland

Ecole Hôtelière de Lausanne
Les Roches-Gruyère University of Applied Sciences
IMI - International Hotel Management Institute
Cesar Ritz Colleges

Taiwan

National Chiayi University

Tanzania

The Professional Tourguide School
Peace Through Tourism Promotion
Programme

Thailand

Chiang Mai University
Kasetsart University
Mahidol University International College

Trinidad

University of the West Indies

Turkey

Akdeniz University - School of Tourism &
Hotel Management
Akdeniz University - Alanya Faculty of
Business
Eastern Mediterranean University
Anadolu University
Istanbul University
Bilkent University

Uganda

Jimmy Sekasi Institute of Catering
UCOTA
Makerere University

United Arab Emirates

Arabian Cultural Connection
Emirates Academy of Hospitality
Management

United Kingdom

University of Surrey
Liverpool John Moores University
University of Hull
Coventry University
Oxford Brookes University
Nottingham University Business School
University of Brighton
University of Plymouth
Canterbury Christ Church University
UWE - University West of England
University of Hertfordshire
London Metropolitan University
WA Consultants
University of Lincoln
University of Gloucestershire

Glasgow Caledonian University
University of Sunderland
Bournemouth University
University of Chester
Leeds Metropolitan University
Buckinghamshire New University
Swansea Institute, SIHE - University of
Wales

University of Strathclyde
Queen Margaret University College
Napier University Edinburgh
University of Wolverhampton
University of Greenwich
Harrow International Business School
University of Westminster
University of Bedfordshire
University of Glamorgan
University College Birmingham
Castle College of Management Science
Nottingham Trent University
St. Mary's College
Sheffield Hallam University
University of Derby Buxton

United States of America

Clemson University
Temple University

Zimbabwe

National University of Science and
Technology

ATLAS events

ATLAS annual conference 2008 – Report Selling or Telling? Paradoxes in tourism, culture and heritage Brighton, United Kingdom July 2-4, 2008

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The 2008 ATLAS Heritage Conference was held at the Grand Parade site July 2-4, 2008. Dr. Nigel Jarvis, from the School of Service Management and co-organizer of the event, discusses the themes and highlights of the week.

A total of 130 delegates from the UK, Europe and further a field including Kenya, Japan, Egypt and Canada attended the conference, whose title was “Selling or Telling? Paradoxes in Tourism, Culture and Heritage”. It was the first time that the ATLAS (Association for Tourism and Leisure Education) conference was held in the U.K. The event was held in conjunction with EPOCH’s annual conference since the research themes appealed to both groups. EPOCH established a Network of Excellence joining academic, research and cultural institutions to improve the quality and effectiveness of the use of IT for Cultural Heritage. The University of Brighton is the coordinator of EPOCH and the team are currently in contract negotiation for an integrated project to follow on from EPOCH involving 19 partners worth €8.45 million.

Professor Peter Burns, Director, Centre for Tourism Policy Studies at the School of Service Management, and Professor David Arnold, Dean of the Faculty of Management and Information Systems and Professor of Computing Science and leader of EPOCH at the University, cordially invited delegates to present papers related to four key streams: 1) *Dynamic Heritage Impact*, which focused on the crucial, yet complex issue of assessing the socio-economic impact of cultural heritage at the site, city and regional levels, 2) *Diversification and Regeneration*, which explored debates on the production and consumption of leisure and tourism landscapes and environments with a focus on economic sustainability, community development and social cohesion, urban and coastal regeneration, rural diversification and renaissance, culture-led regeneration and marketing, 3) *Culture, Heritage and Representation*, which focused on the problematic relationship between these three areas, and 4) *Conflict*, which acknowledged that while tourism is often talked about in positive terms, there are also paradoxes that arise from the confluence of leisure mobility, residents, activists, scientists, business and politics.

The programme was supported by five keynote speakers. *Professor Gregory Ashworth* from the University of Groningen opened the conference with a provocative

session on paradigms and paradoxes in planning the past. He argued the conference counterposed the uses of the past as a vehicle for the transmission of narratives with its commodification for sale on markets, specifically in tourism. Gregory stated this was a flawed dichotomy, in that all uses of the past, whether for economic objectives or not, can be viewed as commodities produced from the raw materials of relict artefacts, structures, and significantly, narratives for contemporary use within imaginable markets.

Nick Dodds, Chair of the British Arts Festival Association, explored the potential of festivals for event-led cultural tourism, and also talked about local issues attached to the Brighton Festival since he was the former Chief Executive for the past eight years. Here he talked about the tensions that the Brighton Festival was getting away from its local roots. *Professor Mike Robinson*, Leeds Metropolitan University, discussed memories, meanings and mess from a heritage site in Jordan. He claimed that for tourism developers and marketers there is mess – a state of complexity, contestation and never-ending negotiation.

Michael Bedingfield, Marketing Director of VisitBritain, presented how Britain's heritage is marketed as its unique selling point. He identified Britain was ranked as the sixth best nation (out of 38) for built heritage in the Anholt-GMI Nation Brand Index and third best country for contemporary culture (music, film, arts and literature). Finally, *Professor John Tunbridge*, Carleton University, debated the problems of marketing heritage for tourism and examined how excessive heritage endowment, overriding redevelopment priorities and politicised heritage dissonances variously compromise the heritage resources officially favoured for marketing.

Brighton certainly made an ideal location with its nearby unique cultural attractions, delegate tours of the Victorian Sewers, a welcome reception at the Brighton Fishing Museum and a gala dinner held at the Corn Exchange where members were Entertained¹ by conference organizers singing, or destroying, ABBA's Waterloo in honour of the group winning Eurovision at the adjacent venue.



ATLAS annual conference 2009
Experiencing difference
Changing tourism and tourists experiences
Aalborg, Denmark
May 27-29, 2009

Experiences have always been a central part of tourism - from the educational pursuits of the 17th century Grand Tours and up until extreme sport endeavours of the present day. What seems to have changed most significantly within recent years is, however, the efforts and ingenuity that tourism marketers put into creating experience possibilities that set their tourism destination, attraction, accommodation facility or other types of tourism services apart from competitors' and make their offers the favoured choice among tourists. And though the tourism experience is personal - a marriage between expectations, actual encounter and memories - the tourism marketer still has the possibility to heavily influence the experience in a given direction provided that market research has been central in forming the experience offer. A market-driven approach as described here, or outside-in approach in which the market determines the offers of the destination or attraction, may, however, be questioned, as it can be argued that tourism marketers should rather focus on developing experience possibilities that are closely tied to the identity and cultural heritage from which they originate. Hence an inside-out approach is also traceable in the experience literature which is tied up closely with the discussions on authenticity that repeatedly appears in a tourism context. Rather than seeing these two approaches as incompatible opposites, it may make more sense to see them as the two ends on a continuum, which also suggests that various degrees of combinations of the two may be adopted both by scholars and practitioners.

The theme of the 2009 annual ATLAS conference has been inspired by this recent surge of interest in tourism and experiences, and papers will reflect the many different roles of experiences in tourism.

- From the perspective of tourists: To what extent are experiences new reasons to go? What role does the tourist see him/herself as having in the experience and how do past experiences influence tourist preferences and behaviour?
- From the perspective of tourist enterprises: How are pressures for making products more experience-oriented handled by large, small and micro tourism enterprises? And what are the risks in relation to tourists who prefer things 'as they have always been'?
- From the perspective of destination management organisations: How can experiences build bridges between fashion, architecture, design, sport, edutainment and social activities? And how are public tourism provider and private tourism enterprises engaged in new experience initiatives.
- From the perspective of local inhabitants: How can 'experience places' be reconciled with the everyday lives of local inhabitants? And do new inventive experience offers conflict with local sense of cultural heritage and authenticity?
- From the perspective of tourism and leisure studies: What are the consequences of different scientific approaches (e.g. economic, sociological) for the understanding of experiences? And, not least, after the dust of the debates has settled, what is new, useful and exciting compared to existing ways of conceptualising tourism?

ATLAS Africa conference 2009
Tourism for Development: Environmental sustainability, poverty reduction and empowering communities
Gaborone, Botswana
July 1-3, 2009

ATLAS Africa and University of Botswana are pleased to host the ATLAS Africa conference on 1-3 July 2009. The Conference is co-organised jointly with the International Geographical Union's (IGU) Commission of Tourism, Leisure and Global Change. The conference will be held at the University of Botswana's Main Campus, Gaborone.

Tourism is a global scale industry with increasing impacts on the environment, regional and local development. In many African countries tourism provides increasingly new opportunities, jobs and economic benefits to local communities, and currently many countries in the continent see tourism promotion as a good and relatively inexpensive strategy that can be used to attract foreign direct investment through showing natural areas and local indigenous cultures. As a result of growing tourism activities many places and rural areas in the region are increasingly tied to the industry and related cultural, social, economic and political networks. At the same time tourism in the region is deeply influenced by its changing physical and social environments and larger processes such as global climate change.

Tourism has become an important policy tool for community and regional development in Africa, including Southern Africa. Tourism has also a significant potential to influence and change the use of natural and cultural resources in the continent and region. This has highlighted the role of sustainability, management and governance in tourism development and turned tourism not only into an economic but also social and political activity that influences the wider environment in various ways. At policy level, tourism is increasingly viewed as an essential sector of regional and national reconstruction and development in the Southern Africa Development Community (SADC), for example. In this sense the rationale for tourism development has evolved towards the idea of tourism as a tool for regional and sustainable development and recently to a relatively new kind of ideas of tourism as an instrument of social and economic empowerment and poverty reduction. In this respect there are many regional and local development programmes that are highlighting the role of tourism in regional and sustainable development and empowerment.

Tourism's role is also seen prospective in the global contexts such as United Nation's Millennium Project and its goals and targets. Based on this tourism could and should be used as a development tool for poverty reduction, ensuring environmental sustainability, developing a global partnership for development and the empowerment of previously neglected communities and social groups, for example. Especially the issue of sustainable tourism including the terms of community-based tourism and pro-poor tourism have been taken on central position in these goals and discussions, and sustainable tourism development is increasingly seen as a possible mechanism to break the cycles of poverty and environmental degradation and to

contribute to the achievement of the UN Millennium Project's Development Goals (MDGs), especially those related to poverty alleviation, environmental conservation and empowering women and local communities.

Conference goals and objectives

The aim of the Conference is to discuss the relationship between tourism and development in African context. The conference will focus especially on the roles and potential of tourism for development, sustainability in tourism and relations between tourism, environment and communities. A special consideration will be given to the roles and challenges of tourism in the context of MDGs.

The general aims of the Conference are:

- Discuss the nature and roles of tourism development in the African contexts.
- Explore the benefits and costs of tourism development for communities and nature conservation.
- Examine the role of tourism in sustainable development and the impacts of tourism in natural and cultural landscapes.
- Explore various ways of utilising tourism for the achievement of MDGs in different scales.
- Develop new approaches to utilise tourism for development and especially for sustainable development.
- Analyse contemporary issues, practices and future changes and challenges (such as global climate change or innovation policy needs) in tourism development and sustainability.
- Provide an open forum for the exchange of views among academics, policy makers and community and nature conservation area planners and professionals.

**For more information
Please look at the ATLAS website at
www.atlas-euro.org**

**ATLAS and CAUTHE
1st International Symposium on Volunteering and Tourism.
Developing a Research Agenda - Linking Industry and Academia
Singapore
June 14-15, 2009**

ATLAS and CAUTHE Networking together

The conveners of the symposium are delighted to announce that Robert A Stebbins and Stephen Wearing will be the keynote speakers at the forthcoming Volunteering and Tourism Symposium, to be held in Singapore at the James Cook University Campus.

Robert A. Stebbins, FRSC, is Faculty Professor in the Department of Sociology at the University of Calgary. He received his Ph.D. in 1964 from the University of Minnesota. Author of 30 books and monographs as well as over 150 articles and chapters in several areas of social science, his most recent works include: *New Directions in the Theory and Research of Serious Leisure* (Edwin Mellen, 2001), *Exploratory Research in the Social Sciences* (Sage, 2001), and *The Organizational Basis of Leisure Participation: A Motivational Exploration* (Venture Publications, 2002). *Between Work and Leisure* (Transaction Publishers) appeared in 2004 and *Challenging Mountain Nature* (Detselig), a study of three mountain hobbyist sports, will be published in fall, 2005. He is presently writing for Indiana University Press (with David Horton Smith and Michael Dover). *A Dictionary of Nonprofit Terms and Concepts*. Stebbins was elected Fellow of the Academy of Leisure Sciences in 1996 and, in 1999, elected Fellow of the Royal Society of Canada. Of his 33 books published or in press, 19 centre exclusively or substantially one aspect or another of serious and casual leisure.

Stephen Wearing is an Associate Professor at the University of Technology, Sydney (UTS). He has taught at a variety of University's in his 23 year career. He has received awards from Industry and Governments for his work in the Leisure and Tourism fields. In teaching he has a UTS excellence in teaching award and special mention for his teaching at the World Leisure and Tourism International Centre of Excellence (WICE) and Australian Conservation Training Institute (ACTI). He served as Chair and on the Board of Youth Challenge Australia (YCA) for 17 years and currently on the Kokoda Track Foundation Board for the last 2 years. He is a Fellow and Life Member of Parks and Leisure Australasia, editor of its Journal for 8 years, in 2007 received its Frank Steward Award for contribution to the Parks and Leisure industry. He has conducted numerous projects and lectures worldwide and is the author of 8 books and over 100 articles dealing with issues concerning leisure and tourism.

**For more information
Please look at the ATLAS website at
www.atlas-euro.org**

ATLAS regional groups

ATLAS Africa

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As Co-ordinator of ATLAS-Africa, I would like to take this particular opportunity to convey my sincere greetings to all the memberships of ATLAS Europe, Asia, the Americas and Africa and, also, extend my deep appreciation to the import role each membership is playing in supporting and promoting the noble Agenda of ATLAS, especially in areas of networking, promotion of innovative tourism research initiatives and dissemination of critical research information, staff and student exchange and promotion of conferences, workshops and symposia in different parts of the world. In all those aspects, the Umbrella ATLAS membership has assisted in the enhancement of knowledge creation, skills development and promotion of professionalism in the field of tourism, leisure and recreation studies. In this regard, ATLAS as, over the years, proven to be, perhaps, the only tourism association with global membership and networks touching almost all corner of the globe including the remotest parts of the Third World.

After that prove statement of appreciation, the remaining part of this report will provide a brief exposé of ATLAS Africa's main activities in the year 2008.

3A-STEP Project

ATLAS Africa is associate partner in the 3A-STEP project. This project is a new step in the solid and ongoing cooperation between ten universities in Europe and Africa: Makerere University (Uganda), Moi University (Kenya), School of Finance and Banking (Rwanda), University of Botswana (Botswana), University of Dar es Salaam (Tanzania), University of Namibia (Namibia), Pretoria University (South Africa), University of Oulu (Finland), Sheffield Hallam University (UK) and Wageningen University (The Netherlands). A special and innovative feature of the 3A-STEP project is the close cooperation with three associate organisations: African Wildlife Foundation (AWF), SNV Netherlands Development Organisation (SNV) and the Association for Tourism and Leisure Education (ATLAS) Africa.

These universities and organisations are coming together in this project to increase the competitiveness and excellence of Southern and Eastern African Higher Education Institutions in research and education in the overlapping fields of sustainable tourism development, environmental sustainability and poverty reduction. With successful completion of 3A-STEP the following three results will have been achieved:

- An active (inter)regional and international institutionalized research network focusing on the relation between sustainable tourism development and the research fields of poverty reduction and environmental sustainability has been established.
- The academic relevance and excellence in education of African partners around the central theme of sustainable tourism development related to poverty reduction and environmental sustainability has been improved.
- The Regional Southern and Eastern African Young Leaders Team on Sustainable Tourism Development has been recruiting, extensively trained, well-coached and is active in research, thereby contributing to regional cooperation in higher education. Opportunities for excellence and up-to-date socio-economic development options using sustainable tourism in Southern and Eastern Africa.



**For more information on the 3A-STEP project please visit
www.3ASTEP.eu**

ATLAS Africa conferences

Last year, most of the ATLAS-Africa frontier was relatively quiet in the area of conference, workshops and symposia. After the Association held an extremely successful Kampala 2007 Conference in Uganda (the conference was held in the greenery and congenial environment of Makerere University—one of the oldest centre of tertiary learning and training in Africa) it was decided by the ATLAS-Africa Board that due to the high costs, especially huge financial outlays, required in the organization of successful conference activities, 2009 was going to be given a pass as we tailored our efforts towards the planning and execution of ATLAS-Africa 2009 conference. The Board also decided that since most ATLAS-Africa conferences have been held, exclusively, in the East Africa region mainly in Kenya, Tanzania and Uganda, the next bi-annual ATLAS Africa conference should be held in a venue situated outside the East Africa region. In this regard, the Board members agreed unanimously that the next conference should be held in the Capital City of Botswana (Gaborone) in the convenes of the beautiful built and dynamic University of Botswana, the largest institution of higher learning in the country.

Botswana 2009 ATLAS Africa Conference

At this juncture, it is important to note the country of Botswana in one of Africa's success story in terms of political and socio-economic development, and overall governance. However, perhaps more importantly, it should be stated that the holding of this year's conference in Botswana was really possible when the Executive Board

of the International Geographic Union (IGU) agreed to co-sponsor the Botswana conference with ATLAS-Africa. Furthermore, the Management of the University of Botswana agreed, magnanimously, to provide the venue for the conference.

The main theme of the ATLAS-Africa 2009 Botswana Conference is, "tourism for development: environmental sustainability, poverty reduction and empowering communities. The dates of the conference are from the 1st to 3rd July 2009. To date, response of delegates to the conference has been quite encouraging and we look forward to holding a very successful conference as the case has been with other ATLAS- Africa conferences; since the year 2000 when the Association held its inaugural conference in the East African Coastal town of Mombasa, a leading tourist destination in Africa.

The overall goals of the Botswana 2009 ATLAS Africa conference are as follows:

- Discuss the nature and roles of tourism development in the African contexts.
- Explore the benefits and costs of tourism development for communities and nature conservation.
- Examine the role of tourism in sustainable development and the impacts of tourism in nature and cultural landscapes.
- Explore various ways of utilising tourism for the achievement of MDGs in different scales.
- Develop new approaches to utilise tourism for development and especially for sustainable development.
- Analyse contemporary issues, practices and future changes and challenges (such as global climate change or innovation policy needs) in tourism development and sustainability.
- Provide an open forum for the exchange of views among academicians, policy makers, community and nature conservationists, area planners and professionals.

As has been the tradition, selected papers for the Botswana 2009 ATLAS-Africa conference will be considered for publication in an edited book. Also, a special issue of a selected Journal and publication in ATLAS-Africa conference proceedings will be undertaken. For more information concerning the conference kindly visit the ATLAS website at www.atlas-euro.org.

Creation of south-to-south partnership

Through the ATLAS-Africa networks, an idea was mooted by its membership on encouraging and supporting selected institutions of higher learning in Eastern Africa in developing a collaborative project proposal on the development of pro-poor tourism in Africa and seek possible overseas funding for the research project. After further extensive discussions and consultation amongst the ATLAS Africa member institutions, Makerere University, University Dar esalaam, Moi University and Kigali Institute of Banking and Finance were, eventually, selected as the collaborating institutions in the proposed pro-poor tourism project.

Through the stewardship of Dorothea Meyer of Sheffield University in the United Kingdom, a project proposal was compiled and submitted to the DeIPHE programme, which is supported by British Council for possible funding. After undergoing a competitive peer reviewing process, the project was given a nod for funding. Since

its initiation, the project has been on the ground for duration of about one-and-half years with representatives of the selected East African institutions of higher learning being actively involved in various project activities and assignments. The project has co-opted 2 consultants from the North who provide expertise and professional advice. These tourism professionals are, Dorothea Meyer of Sheffield University and René van der Duim of Wageningen University, the Netherlands. The overall day-to-day administration and management of the project is being undertaken by representations from the Department of Geography and Tourism, Makerere University spearheaded by Prof. Baker Nyakaana.

Among the critical activities that are being undertaken in this project they include conducting collaborative research and dissemination of knowledge, skills and competencies on pro-poor tourism initiatives in Africa, holding of workshops and symposia, staff and student exchange and the awarding and commencement of 3 PhD Scholarships (one each from the Universities of Makerere, Moi and Dar esalaam).

From tourism professor to being a principal of a university college in Kenya

I am pleased to inform the ATLAS fraternity that at the beginning of this year, I was appointed (through competitive sourcing) as Principal of Kisii University College in Southwestern Kenya within the Great Lakes region of Eastern Africa. The University College is situated in a scenic environment of the Southwestern Kenya Highland region with unique and magnificent rolling undulating hills, cascading rivers and natural streams, green tropical canopy and lush agricultural farmlands and dense human settlements.

However, as is the tradition in Kenyan public universities, I am still a tourism professor of Moi University, Department of Tourism and Tour Operations Management. Consequently, I have been seconded by the Kenya Government to occupy the position of Principal of Kisii University College for a given timeframe. One of my major briefs from the Kenya Government is to endeavour to develop the institution into the status of a fully-fledged University in a duration not exceeding five years, an extremely challenging task at the very least. However, since my appointing in the beginning of the year, there has been a lot of goodwill from various stakeholders including government officials, fellow academicians, politicians, civic and church leader, and community representatives. This has greatly assisted in lightening the heavy burden placed on my shoulders.

Last but not least, since I am still a member of Moi University Department of Tourism and Tour Operations Management (the home of ATLAS-Africa Secretariat), it has been agreed that I should continue being co-ordinator of ATLAS-Africa in the time being.

For more information concerning ATLAS-Africa please feel free to contact the Co-ordinator of the Association John S. Akama (email: jsakama@yahoo.com) and/or you can visit the ATLAS Website as indicated above.

ATLAS Europe

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Compared to the previous year with numerous conferences, this year was more characterized by research projects and the invitation to become a member of the Sustainable Tourism Group (TSG) of the European Commission as representative of Atlas.

1. As announced in the last report 2008, the research project concerning the 'Employment in the social tourism sector' integrating several ATLAS partners for qualitative research has been successfully finished and is available on the BITS website (www.bits-int.org).
2. After this rewarding experience, we (Université Libre de Bruxelles) decided together with the Nottingham University Business School to introduce a project for the European Frame program 7 (FP7) on Transforming Societies: Social Tourism (ST:TS). Atlas as organisation is partner of the proposal. If our proposal is successful, Atlas would participate in conference organisation and networking and would receive 0,5 FTE for several months.
3. The tourism sustainability group (TSG) has first been set up in 2004 by the Tourism Unit of the DG Enterprise. The group is composed by representative of international bodies, member state governments, tourism industry, environmental organisations, trade unions and research and educational bodies. It participates in policy making and drafts reports on tourism sustainability issues in the EU. The last report of 2007 proposes 3 major aims for the sustainability of European Tourism: Economic prosperity; Social equity and cohesion and environmental and cultural protection. In January 2009, the 3rd group has been set up, this time with new members. The latest TSG is divided into three Working groups: WG A -, WG B – and WG C – consumers.

European Union Update

A Flash Eurobarometer survey "Survey on the attitudes of Europeans towards tourism" was conducted to collect citizens' views, details of holidays and travel in 2007 and 2008 and their plans regarding holidays in 2009. The fieldwork was conducted from 14 to 18 February 2009. Over 27,000 randomly selected citizens aged 15 and over were interviewed in the 27 EU Member States.

Detailed information on all relevant EU tourism issues, such as latest updating of tourism policies or call for tenders, can be found on the Tourism Unit website: http://ec.europa.eu/enterprise/services/tourism/index_en.htm

ATLAS Asia-Pacific

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Active student and faculty exchanges between many ATLAS members in the Asia Pacific and around the world continue to be a highlight of our activities in this region. While our general program of conferences, seminars and publishing has been low-key during the last 2 years, Universities and Centers like IFT in Macao have kept local networks flourishing. The executive group of Florence Ian (IFT) and Malcolm Cooper (APU) agree that it is time to host another conference in Asia and try to boost ATLAS membership and activities in the region. Ideally this should occur in 2010 or 2011.

This would form part of a range of activities for 2010-2011 that will include industry seminars, summer and winter schools, and faculty/student exchanges. On the university front the region will continue to send students to Winter University meetings run by the ATLAS executive and faculty to the main ATLAS conference every year.

Looking ahead, the Asia Pacific region will continue to further develop cooperation between ATLAS members in the region in the areas of student exchange, or other forms of joint projects that are in our common interest and benefit. A new membership drive will be instituted in the lead up to the proposed conference.

ATLAS Americas

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No report available

ATLAS Special Interest Groups

Cultural Tourism Research Group

Greg Richards

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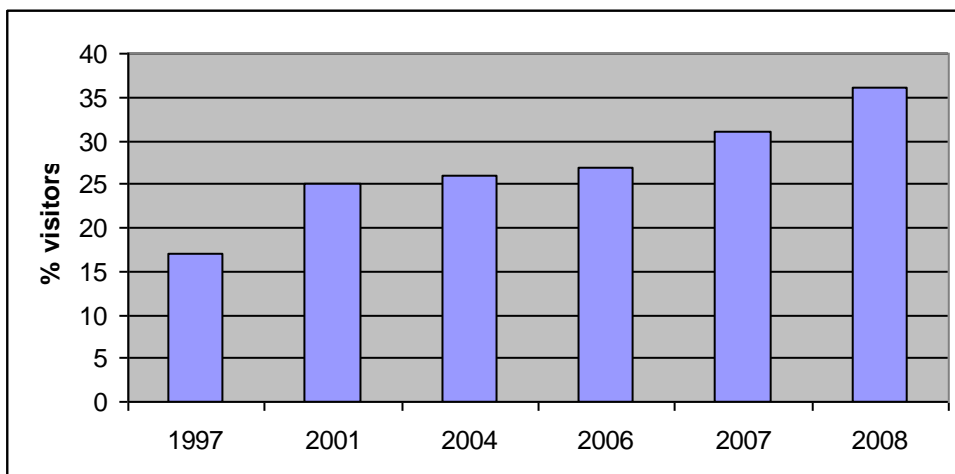
The ATLAS Cultural Tourism Special Interest Group continues to be active in terms of both publications and research.

Work continues on the production of the SIG publication *Research Methods in Cultural Tourism*, being edited by Greg Richards and Wil Munsters. The book will be published by CABI, and contains 18 chapters covering a wide range of different research methodologies and techniques, including grounded theory, anthropological approaches, actor-network theory, 'grand tour' narratives, photo and video analysis and participant observation. The case studies are also drawn from a wide range of locations, including Europe, Australia, North America, Latin America and Asia.

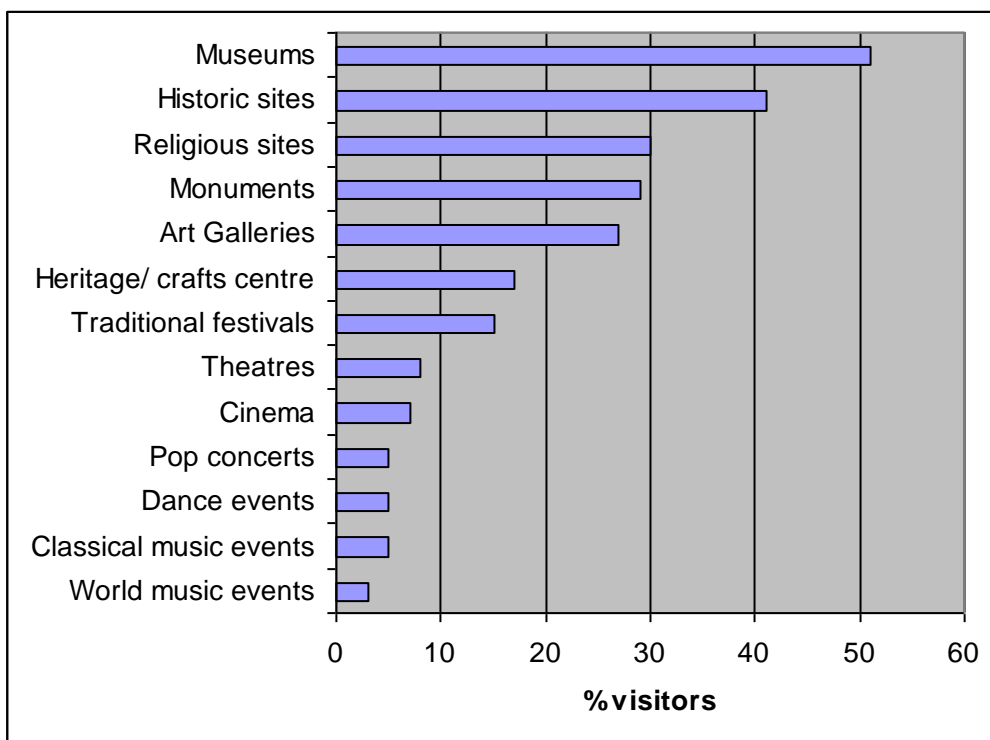
The ATLAS Cultural Tourism Research Project continued with the participation of members in Latvia, Italy, Greece, Spain, Mexico, Romania, Vietnam and Austria and Portugal in 2008. A further 2000 questionnaires were added to the database in 2008, bringing the total number of surveys completed since the inception of the project in 1992 to 42,000. All participants in the survey are given access to data from current and previous surveys as well, increasing the range of comparative data available and making longitudinal comparisons possible in many areas.

Initial results of the 2008 survey round indicated a continuing growth in the proportion of 'cultural tourists' visiting the cultural attractions surveyed. Although some caution has to be exercised in interpreting these findings due to the changing survey locations, there seems little doubt that culture is becoming more important as an explicit tourism motivation.

Proportion visitors on a cultural holiday, 1992-2008



Museums continue to be the most frequently visited type of cultural attraction, followed by historic and religious sites. The dominance of tangible heritage over intangible, arts-based attractions continues, in spite of the recent growth in cultural and creative experiences aimed at cultural tourists.



The importance of the economic contribution of cultural tourists to the destination also continued in 2008, with cultural tourists spending on average almost 30% more than other types of visitors.

The ATLAS research formed an important basis for the production of the OECD report on The Impact of Culture on Tourism (2009), which also contains a range of

case studies on cultural tourism development and marketing from countries and regions worldwide.

The research programme will continue in 2009, using the same basic questionnaire as in 2008. New members are always welcome to join the group and participate in the research programme. A number of different language versions of the questionnaires and full survey instructions are available on the website, and the survey is easy to use with student groups. All the materials needed to participate in the research programme are available on the ATLAS Cultural Tourism Research Website (www.tram-research.com/atlas). The site also continues to be updated, and a new section has been added to cover news items relating to cultural tourism research and policy around the globe.

Gastronomy and Tourism Research Group

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The SIG has been quiet over the last year or so due to circumstances. As a result the recent coordinator took over in the latter part of last year. The planned meeting at the conference (the first since Portugal, 2007) will be an opportunity to rejuvenate activities within the SIG. Under discussion will be a conference tentatively planned for mid 2010, along with opportunities for coloration and future publications. There has been interest shown in the SIG from a number of recently graduated PhDs in the field of food/gastronomy/tourism, and I hope that the enthusiasm shown by these new members will allow us to develop into the future.

Business Tourism Research Group

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The importance of Business Tourism continues to expand around the world, with a growing number of destinations entering the market for Conferences, Exhibitions and Incentive Travel. In most countries in the developed world, income from Business Tourism now represents between one-third and one-quarter of all tourism spending. Destinations in the developing world have also understood the potential benefits of Business Tourism, and in such countries investment in facilities for Conferences and Exhibitions is at an all-time high.

The worldwide expansion of Business Tourism has been matched by increased interest, on the part of educators and researchers, in the phenomenon of business events as an academic subject and as a field of theoretical and empirical investigation. As a result, there has been considerable growth in the number of Universities offering courses related to Business Tourism and Business Events, and academic research in this field is increasing.

The ATLAS Business Tourism SIG conference

The annual ATLAS Business Tourism SIG conference has become the most important international annual forum for the exchange of ideas and the sharing of best practice in teaching and researching this subject. The 5th ATLAS Business Tourism SIG Conference was held in Warsaw, Poland from 23-26 November 2008 in Warsaw University of Economics & Computer Science, on the theme: "*Educating the next generation of business tourism professionals: challenges and solutions*". The organizer was Krzysztof Celuch of Warsaw University of Economics & Computer Science.

Participants from 12 different countries attended the event and presented papers on a wide variety of topics related to the teaching and research in Business Tourism. The delegates included a number of first-time attendees representing countries, such as Turkey and Hungary that had not previously been represented at this event. The second day of the conference was hosted by Warsaw's iconic venue, the Palace of Culture and Science, which was completed in 1955 as a gift from the Soviet Union to the people of Poland. It is the tallest building in that country and is now a major venue for conferences and exhibitions. The keynote speaker that day was Katarzyna Sobierajska, the Under-Secretary of State in the Ministry of Sport and Tourism of the Republic of Poland, who presented a series of statistical data demonstrating the importance of Business Tourism for her country. There was a lively social programme connected to this conference, with a memorable gala dinner sponsored by the regional authority and a guided tour of Warsaw.

The next ATLAS Business Tourism SIG conference will be held in Liverpool, UK, from 22 – 25 November 2009.

Other initiatives

- LinkedIn group

At the Warsaw conference, a decision was taken to launch a LinkedIn group for academics with an interest in teaching / researching in the field of Business Tourism, in order to maintain the momentum of the ATLAS Business Tourism SIG between the annual conferences. The group will provide a forum for the sharing of data, case-studies and publications relating to Business Tourism. It will provide an overview of what topics group members are teaching in their institutions and will enable members with similar interests to link up and collaborate on joint research projects. Anyone interested in this group's activities may join by visiting the LinkedIn website and going to the 'BUSINESS TOURISM educators and researchers group' link.

- New publication

A recurring theme of the annual ATLAS Business Tourism SIG conference has been the relative shortage of textbooks and academic journals dedicated to this important sector of the tourism industry. Despite its economic importance to most destinations, Business Tourism is still under-represented in the body of academic literature. It is reasonable to conclude that this scarcity of academic sources represents a continuing barrier to the further expansion of the teaching of Business Tourism at the university level.

The ATLAS Business Tourism SIG has therefore taken steps to improve this situation by launching its first ATLAS publication, 'Advances in Business Tourism Research'. This publication includes a cross-section of papers presented at ATLAS Business Tourism SIG conferences over the past five years, and was edited by Rob Davidson of the University of Westminster and Krzysztof Celuch of Warsaw University of Economics & Computer Science. Our thanks are extended to the various authors who agreed to have their work included in this publication.

Spa and Wellness Research Group

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The main outcome of this year for the Spa and Wellness Tourism SIG was the publication of the SIG Co-ordinators' book *Health and Wellness Tourism* (M. Smith & L. Puczkó, Butterworth-Heinemann) in September 2008. In addition to the theoretical chapters, 17 research-based case studies were submitted by SIG members from around the world, including Australia, Japan, Israel, India, Malaysia and much of Europe. Many thanks again to the authors for their interesting and diverse case studies. The book has been selling well, especially in Nordic and Baltic countries where there are several new programmes and courses in Health and Wellness Tourism.

In 2008 the group devised a research questionnaire for Spa and Wellness visitors, which focused on visitation and travel patterns, motivations, typical activities and destinations. This questionnaire has so far been translated into Italian and Portuguese and was piloted by Sonia Ferrari in Italy and Mafalda Alpoim in Portugal. Special thanks to Sonia and Mafalda for their efforts this year. We hope that the questionnaire will be translated and distributed in more countries in the coming year.

In terms of other initiatives, there were many regional developments in Health and Wellness Tourism which SIG members have either initiated or been involved in. For example, the SIG co-ordinators were involved in curriculum development for a new Masters programme in *Wellness and Spa Service Design and Management* in Pärnu College, University of Tartu, Estonia (see <http://www.pc.ut.ee/en/518821> for further details). The SIG co-ordinator was also a Keynote speaker at a Health and Wellness

Tourism conference in Reyjavik, Iceland in March 2009, organised by Holar University College and The Ministry of Industry, Energy and Tourism. There are plans in Iceland to develop a national strategy for health and wellness tourism.

Anja Tuohino from the University of Joensuu in Finland has been involved in developing a Nordic Wellbeing project entitled: *Nordic Well-being A health tourism approach to enhance competitiveness of Nordic tourism enterprises and destinations* for which they were awarded funding from 2009. A number of countries are involved, namely Finland, Sweden, Denmark, Norway and Iceland. Nordic Well-being and Nordic Wellness are typically oriented towards nature and outdoor experience and enjoyment combined with achievement, healthy local gastronomy, local culture and cleanliness of air, nature and water. Contact Anja Tuohino (anja.tuohino@joensuu.fi) for further details.

Other individual SIG members have also been active, for example, Jennifer Laing from Monash University in Australia has been part of a project team that has been awarded a grant from the Sustainable Tourism Cooperative Research Centre to do a study that is examining the Australian health and wellness tourism industry, including the potential for a medical tourism industry (contact Jennifer Laing Jennifer.Laing@buseco.monash.edu.au for details).

Please do let me know if you are involved in any hinteresting spa, health or wellness research projects and we can publicise details for other SIG members.

Future Expert Meetings may be held in Finland, Iceland or Estonia as many of the most innovative developments in health and wellness tourism and education seem to be taking place in these countries. However, we are always happy to hear from individuals or institutions who would like to host a future event. The 2010 TTRA (Travel and Tourism Research Association <http://www.ttra-europe.org>) conference will be held in Budapest, Hungary and the theme will be Health and Wellness Tourism. Although ATLAS does not have a direct involvement, the SIG co-ordinators do, and it is possible we could organise an ATLAS Spa and Wellness SIG side-event as part of this conference, as many ATLAS members are also members of TTRA.

Although this year has been a little bit slower than last year in terms of momentum, we hope that we can expand the questionnaire research next year in more countries, organise at least one Expert SIG meeting, and consider some new publications. It would also be interesting to develop other regional research initiatives or clusters, and to develop a core curriculum for spa and wellness tourism programmes.

Capital City Tourism Research Group

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Introduction

This Group has progressed well since it was launched at a successful and well attended meeting during the ATLAS annual conference in Portugal in September 2007. There are now almost 60 members from around the world. The SIG encompasses city tourism broadly, but for the moment, tourism in national capitals provides a good focus for activities.

A group meeting was held during the ATLAS conference in Brighton in 2008. It included a progress update from the SIG co-ordinators and a stimulating and absorbing paper from Myriam Jansen-Verbeke on *Tourism in and to Capital Cities: Brussels* which provided an excellent focus for a discussion of possible research issues and themes.

A group meeting will take place at the ATLAS Aalborg conference in 2009. Existing and new members are most welcome.

Book: *City Tourism: National Capital Perspectives*

This book, to be published by CABI in 2009, has provided the main focus of SIG activities over the past year. It is edited by Robert Maitland and Brent Ritchie and examines some twenty cities around the world, with contributions from more than thirty authors. It stems from a recognition that, as (Hall 2005) 219 points out “*Capital cities represent a special case of urban tourism. Yet, in much of the literature on capital cities the planning and policy significance of tourism is seemingly ignored, while similarly, little is made of the significance of capital status in the tourism literature*”

The book aims to remedy this and will provide the most detailed examination yet of tourism in national capitals. In doing so, it develops an approach that acknowledges the diversity and richness of the cities and their tourism roles, but which also examines them systematically and analytically. Having reviewed the different ways in which national capital cities can be classified, and it suggests a typology of capital cities from a tourism perspective, with an emphasis on how different sets of attributes affect their attraction for visitors. Second, it examines the different aspects of city tourism with particular relevance to national capitals, focusing on city image and branding; the visitor experience; tourism markets; and tourism development. Bringing

together the typology of capitals and the aspects of tourism provides an analytical framework for capital city tourism. This provides a structure for the detailed analysis and research set out in the book, with chapters by SIG members drawing on their original research. All contributions have been subject to double blind refereeing, and we hope the book will significantly advance research in capital city tourism, and cast new light on city tourism more generally. The book will be completed by the time of the SIG meeting in Aalborg.

Research Project: *National Capitals' Tourism Self Image*

Potential SIG research projects were agreed at the SIG meeting in 2008. We agreed that we should begin with a project examining *Capitals' Tourism Self Image*. We have little understanding of how different cities represent their 'capital qualities' as part of the image they seek to convey to visitors. Examining this would make a valuable initial project. However, looking at the topic comprehensively would be an enormous task since there are multiple representations - for example by public and private agencies; city-wide and districts; whole city and particular events – and a variety of different media and channels. Building on a suggestion by Bruce Hayllar, we outlined a manageable project which will examine how capital qualities are represented

- through official tourism websites – the national tourism organisation and the city official tourism websites only
- in terms of whole city portrayal – i.e. excluding district / precinct / event specific material

Subsequently, the study could be widened to encompass and contrast different websites' portrayals, incorporate other media and channels, and to include different themes.

We intend to take this forward during the Aalborg meeting. Up to now, members and co-ordinators have focused on completing the book!

Hall, C. M. (2005). *Tourism: rethinking the social science of mobility*. Harlow, Pearson

Volunteer Tourism Research Group

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The Volunteer Tourism SIG was launched at a small (10 attendees) but perfectly formed meeting during the ATLAS annual conference in Brighton, UK in July 2008. However, emails from around the world were received saying that whilst they could not make the meeting they would like to be involved and join the discussion list. The SIG now has more than 40 members in the research group; whilst the majority of members are academics, there are a number of PhD and MA students, in addition it

was pleasing to see a small number of staff from companies engaged in volunteer tourism have also joined the network.

A few members of the SIG presented a range of interesting papers at the annual Symposium and Professional Development Seminar of the Greater Western Chapter of the Travel & Tourism Research Association (GWTTRA) held in March 2009 in San Diego, California. The theme of the 2009 symposium was "The Voluntourism Effect: Case Studies and Investigations". This was a great opportunity to meet SIG members' face to face, network with each other and network with likeminded colleagues from the States.

In its first year the SIG has focused on two key outputs:

The Council for Australian University Tourism and Hospitality Education (CAUTHE) also has a SIG on volunteering and tourism, which is chaired by Associate Professor Stephen Wearing and Dr. Kevin Lyons. It was agreed to organise a joint ATLAS and CAUTHE symposium in Asia, 2009; Australian colleague Dr. Deborah Edwards has also been actively involved in organizing this symposium. The Volunteering and Tourism Symposium: Developing a Research Agenda — Linking Industry and Academia will take place June 14th -15th, at the James Cook University, Singapore Campus. The keynote speakers are Professor Robert A Stebbins and Associate Professor Stephen Wearing. The Volunteering and Tourism Symposium will be followed by the BEST EN Think Tank IX - "The Importance of Values in Sustainable Tourism". During my research trip to Australia, December 08 – January 09, the four members of the organizing committee linked up to discuss the detail and set the programme. It is hoped this initial link forged between the two SIGS, will develop into research proposals and other interesting work.

At the inaugural meeting (July 2008) the research group discussed that they would like the opportunity to publish their research, consequently an edited book was agreed upon. Members of the SIG not at the inaugural meeting were also contacted and asked for contributions. Consequently, members of the SIG saw this as a great opportunity and this activity is well underway, a total of thirteen abstracts were submitted and are now being developed into chapters. A book proposal has been developed and is being forwarded to publishers. In addition, SIG members have also been invited by the editor of the Journal of Volunteer Tourism and Self Development to submit articles.

Final reflective thought, overall, a good and busy start to the new SIG, I look forward to liaising with members to develop next year's agenda. Regarding 2009-2010 the edited book will be slip over into next year's agenda and the SIG have been approached regarding a symposium / workshop in Europe next year.

Sports Tourism Research Group

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Introduction²

Sports today can also be considered an integral part of the tourism product and of the activities of the tourists at a destination. The fact has been realized also by the World Tourism Organization, who organized the 1st World Conference on Sports and Tourism in 2001 in Barcelona and the 3rd in 2005 in Tunisia.

A “sports tourism” search in Google (June 2008) returned more than 7.000.000 items. Practically all tourism countries recognize the importance of sports tourism and have already or consider putting in place some sort of strategy to enter and maintain their presence in this lucrative multi-billion dollar market.

Tourism and sport are very much like Siamese twins³. Both are key components of an emerging new world culture (Keller, 2000). Travel and sporting events are both helping to make the world a smaller place. Tourism is busy opening up the last few relatively unexplored areas of the world. Visitors make very similar demands on tourism facilities and services no matter where they find themselves on this planet. Today's sports events and competitions can be organized anywhere, regardless of national boundaries. No matter how remote the venue the mass media is able to bring it into the comfort of the home, for the benefit of potential spectators around the globe. Tourism and sport are two forces that are helping to accelerate the rate at which the world is becoming smaller.

Selling products and destinations on the tourism world market requires expensive efforts in the areas of communication and marketing. Sport is a potential source for the development of new strategic products. Sports events are ideal vehicles for tourism- related advertising messages. They are above all eminently suited for positioning or repositioning a destination.

In all developed countries, sports are incorporated into the daily lives of the residents, and gymnasiums, sports facilities, sports centres, and many professionals are active in supporting the expanding demand for sporting activity.

As an example, sports are a favourites leisure-time activity in Germany, where there are more than 87,000 sports clubs affiliated with the "Deutscher Sportbund" (DSB;

² From a paper “MEDIA COVERAGE OF ATHLETIC CHAMPIONSHIP EVENTS AS A MEANS TO PROMOTE A TOURISM DESTINATION AND ITS SPORTS TOURISM PRODUCT” by Christos Petreas and Achilleas Tzimas, presented and included in the Proceedings of the 4th International Scientific Conference “Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality”, organized by the University of the Aegean, Rhodes Greece, 3-5 April 2009

³ 1st World Conference on Sport and Tourism Barcelona, 22 and 23 February 2001

German Sports Federation); approximately 27 million people - about one third of the entire population - are members of a sports club, and another 12 million partake in sports independently. In all the various branches, there are approximately 2.6 million people working in an honorary capacity as coaches, trainers, physiotherapists or officials.

As a result, travellers are looking for sports activity in their trips. Today's tourism would be unthinkable without sport. Sporting activities have become an essential part of our holiday routines and leisure time. Therefore, sports tourism, or tourism, which is associated with sporting activity, has the potential to develop into a highly significant segment.

In the case of the United States, the Travel Industry Association of America found that in the period 1995-2000, 38% of US adults attended an organized sports event, competition or tournament as either a spectator or participant, while on a trip of 50 miles or more.

The British Tourist Authority and English Tourism Board claim that as many as 20% of tourists trips are for the prime purpose of sports participation, whilst up to 50% of holidays include incidental sports participation.

This level of activity is broadly consistent with Canadian data, In a Canadian Report on Sports and Tourism (by Canadian Tourism Commission - 2004), it was noted that sport travel represented \$2.4 billion in total tourism spending, annually. As an example, the economic significance of amateur sport & active recreation in Edmonton, Canada, in 2000, estimated that an average child spent \$56/day and an adult \$85/day when travelling to Edmonton while participating in sport.

As regards, particularly, the sport of windsurfing, it is calculated that there are more than 15.000.000 windsurfers practicing the sport as a hobby, worldwide, and they could be a target market for the activities and as spectators for the championship events (many are organized annually by the International Windsurfing Association (IWA)).

The factors influencing the growth of sport and recreation are similar to those influencing tourism growth - notably increased disposable income, greater availability of leisure time and changing consumer preferences. An increased awareness of the benefits for all ages of greater physical activity has also been important.

Estimates of the size of the sports tourism sector vary, mainly because there is no single, agreed definition of what constitutes "sports tourism". While definitions of tourism are well accepted and fairly consistent throughout the world, definitions of sports tourism range from narrow ones involving travel solely for participation in competitive sporting activity to broader definitions where the "sporting" activity might be more leisure or adventure activity incidental to the main purpose of travel.

Finally, sport tourism can provide a platform for discussion in order to identify and to create new approaches to tourism development, investment, sharing and exchanging of best practices in planning and management, bidding process, sourcing of private sponsorship and post-event management.

SIG aims and objectives

In brief, the “aims” of the SIG are to look into more detail into a number of aspects of the characteristics of sports tourism, both in terms of “product” as well as in terms of “market” (the details will depend and will be developed, based on the interests of the SIG members) and to develop insight in the various aspects of sports tourism that are identified below.

The “objectives” of the SIG, include to review existing bibliography work and based on that, to put together a sports tourism bibliography, to create some new knowledge based on field research and by means of publications and workshops/ conferences (to plan for one in the next 12 months) to disseminate this knowledge, useful to academia and to practitioners.

SIG action plan

A number of topics have been proposed to be examined under the general context of sports tourism, and these can form the basis for “activities” for the SPORTS TOURISM SIG. (Obviously the list is open for further discussion). The following could be considered an indicative list.

In terms of the *typology of sport tourism*:

- Mega athletic events (i.e. Olympic Games, EURO Football, etc)
- Sports team training (i.e. sport teams, competition sports)
- Leisure sports (i.e. the sports practiced by tourists on holiday)

In terms of *market segments*:

- Athletes participating, and their entourage: trainers, family, etc
- Spectators at events / competitions
- Travelers (tourists) doing “their own thing”

In terms of *destination aspects for sport tourism*:

- Natural resources for sport activity (i.e rivers for rafting, coast for surfing, mountain for hiking, etc.)
- Man-made developments (i.e. ski resorts, leisure sports facilities, gymnasiums, etc)
- Spectators type facilities (i.e stadiums, sports centers, etc)

As regards *sports tourism promotion and marketing*:

- Bidding for a sports event
- Marketing framework for sports tourism
- Sports sponsorships
- Organization and logistics of sports competitive/ championship events
- Press and media attraction and support

As regards *sports tourism research areas*:

- Research among participants (athletes, trainers, support staff)
- Research among event spectators
- Research among tourist hobbyists
- Research among sport centre operators

In term of the *legal aspects* of operation of sports tourism:

- Legal framework for sports tourism services operators (rentals, training etc for tourists)
- Organization/ sales of sports tourism packages (i.e for event attendance, for hobby sports, etc)
- Safety issues in practicing sports
- Qualification for trainers, operators, of sports tourism client groups

As regards *scientific / academic topics*:

- Bibliography for sports tourism
- Sports tourism curricula development
- Organizing a “summer university on sports tourism”
- Development of teaching materials
- Sport tourism publications (i.e workshop/ conference proceedings, books, research reports, etc)
- Collaboration among ATLAS members offering Sports Tourism countries for joint educational programs (possibly under EU financing)

Status of recent work

The “inaugural” meeting of the SIG was at the 2008 ATLAS Brighton Annual Conference although there are SIG members who did not attend that first formal meeting. A formal decision by the ATLAS Board was taken in January 2009, and thus the SIG is formally operational this year.

Some items of bibliographic research (articles and reports) were distributed to the SIG members that had declared their interest in Brighton (available to others who are interested).

Two projects are presently underway (that I know of, at the time of this report):

1. A project with field research undertaken by IN HOLLAND University School of Leisure Management and the Expertise Center for Sport Wellness & Lifestyle, in Diemen, Netherlands and the Research Department at the CETT University in Barcelona, which will investigate the potential demand for a sports tourism products among visitors to the Catalan coast and Barcelona and to the coast of Holland.
2. A project with field research undertaken by Petreas & Associates, under the aegis and potential sponsorship of a number of local Authorities in Greece, which investigates the behavioural characteristics and sport destination selection criteria, based on field research, targeted to the tourists – clients of the providers of recreational sports, which has been on-going since 2008 (windsurfing and kitesurfing sports), and will continue into 2009 (scuba diving and winter skiing sports).

Details of the above and other projects undertaken by members of the SIG shall be presented/ discussed at the SIG Meeting on the occasion of the ATLAS Annual Conference in Aalborg.

At the SIG meeting we also hope to discuss the extending of these projects to a number of countries and to different sports activities.

We are also planning to organize a Symposium/ Conference on Sports Tourism in Greece in late 2009 or early 2010. At the time writing this report (May 2009) we are considering and have contacted two alternative locations, one coastal (beach sports related), the other inland (ski & mountain sports related), and we are waiting for “sponsorship” responses. We hope to have more information by the time of the ATLAS Conference.

Based on preliminary discussions with potential sponsors, the scope of the Conference/ Symposium would be, in addition to the presentation of any sports tourism projects undertaken by SIG members, to present papers related to the leisure/ recreational sport tourism activity, such as characteristics of the market and the products, and the implications/ effects on the tourism destinations.

Based on the discussions we have held, this could be an “International Conference on Recreational – Leisure Sports Tourism” and the proceedings are planned to be published in a book (in both English and Greek, subject to the potential sponsorship).

Meeting agenda – at ATLAS Annual Conference Aalborg, Denmark

1. Short review of the subject of SPORTS TOURISM (related to the participants and their interests)
2. Activities undertaken by SIG members in sports tourism
3. Discussion on the future activities of the SIG (bibliography, field research, academic curricula, etc.)
4. Discussion on possible SIG projects for the next 12 months
5. Discussion on proposed SIG “Sport Tourism Conference or Symposium” in October/ November 2009 or February 2010 (location, topics, participants, publication)

No reports are available from the following SIGs:

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Tourism Geographies: Space, place and lifestyle mobilities

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Winter University Report 2009

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The 13th ATLAS Winter University took place in Barcelona from February 18th to March 1st 2009. The programme was attended by 60 students from 12 institutions from Germany, the Netherlands, Portugal, Romania, Slovenia and Spain. The theme of this year's event was Tourism, Leisure and Creativity, to reflect the European Year of Creativity and Innovation in 2009. The creative dimension was strongly developed in the programme through collaboration with Creative Tourism Barcelona and Co-Creations, who helped to develop many of the local activities.

The Winter University host, Sant Ignasi tourism school, also made the WU participants feel very welcome, and their students helped to organise the social events throughout the programme.

The aims and objectives of the WU were to allow students to:

- Analyse key concepts in creativity and creative development
- Apply creative models to their own local and national contexts
- Confront different approaches and identify innovative solutions
- Assess the extent of creative development in different EU Member States

The introduction of key concepts in creativity and creative development was largely achieved through the lecture programme, which brought together experts from the partner institutions as well as local creative analysts and producers. The application of these theoretical concepts to the local context of Barcelona was achieved in a number of ways, including visits to creative spaces (Raval, Poble Nou), orientations about the development and layout of the city (introductory session at Sant Ignasi and field visit to Poble Nou), conversations with local creative producers (Raval and workshop visits). Students were encouraged to contrast and compare the different models encountered, and to measure these against their experience from their own national context.

The WU evaluation revealed very few problems with the academic programme. Most of the student problems were related to the practical arrangements, such as accommodation, meals and information. There was clear evidence of cultural differences in the student group, with those from the Netherlands and Germany placing more emphasis on the need for clear and timely information than those from other areas. The fact that the social programme was organised by local students added to its value, but there were also problems because these students could not attend all the sessions owing to commitments in their institution or at work.

At the end of the programme a final evaluation was undertaken through means of a questionnaire circulated to all students. This questionnaire followed the format used in previous years, with assessment of the quality of teaching programme, workshops, visits and practical arrangements. This assessment showed that the lecture programme was evaluated well in general, with almost 95% of the students rating the lecture programme on average 'good' or 'very good'. The workshops also scored well, with almost 80% of participants scoring them 'good' or 'very good'.

One of the highlights of the programme was the photo exhibition held at the CCCB, which presented the photos made by the students during their visit to the Raval. The exhibition was also featured on Barcelona TV. A crew from the local TV station came along at the invitation of Barcelona Creative Tourism to interview students and staff. The programme was later broadcast on Barcelona TV as part of their series on international culture in the city.

During the WU staff also made plans to stage the following Winter University in Slovenia in 2010.

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