



**Association for Tourism  
and Leisure Education**

**Re-creating the Global City:  
Tourism, Leisure and Mega-Events in the  
Transformation of 21<sup>st</sup> Century Cities**

**ATLAS Reflections 2012**

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**ATLAS new publications**

## Introduction

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Dear ATLAS Members

This has been my seventh year as co-ordinator of ATLAS and I am looking forward to chairing this year's conference in my home town of London. In this post-Olympic phase, we will be enjoying the memories of a very successful event and looking forward to the legacy that it will hopefully bring. Similarly, I am reflecting on my own position in ATLAS, as I have decided that this will be my last year as the Co-ordinator or Chair of this wonderful organisation. Looking at the history of past Prime Ministers and Presidents, it is rare to serve three terms of office and I have already overshot my second. One exception was Margaret Thatcher (but some would say that was three terms of office too long!). In view of this realisation, I feel it is only right now to give my Successor a chance to bring new and fresh ideas to the Association. On the other hand, I fully intend to stay an active member of ATLAS as I was several years prior to being Chair.

Although I do not want to imply that I have left any kind of special legacy, what I hope to have achieved is to have continued the spirit of ATLAS which was so well established by Greg Richards (the Founder and first Chair of ATLAS) and continued by John Swarbrooke before me. One of the characteristics of ATLAS has always been the fact that it is so welcoming to both old and new members. We tried to create an open and supportive environment which was not competitive or back-stabbing, but which would allow established and new researchers to flourish side-by-side and with mutual support. We also place a certain degree of emphasis on fun. This means that although we take our work seriously, we do not take ourselves too seriously, and the social side of ATLAS has always been as important as the academic one. Many of my best working relationships within ATLAS started with a beer or two, including with Greg Richards!

One of the major achievements of the past few years has been the establishment of so many active Special Interest Research Groups or SIGS. The Co-ordinators have done a great job of creating networks of like-minded researchers who have been producing publications and organising regular events in a wide range of subjects. Thank you to all of you for making these groups such a success.

The Regional Groups fluctuate somewhat in terms of activities. Of course, ATLAS Europe was traditionally the heart of ATLAS, but ATLAS Africa has taken on a life of its own in recent years and now organises conferences every two years which attract more delegates than even the European ones! ATLAS Asia has also had some highlights in the past few years, and my thanks also go to the Regional Co-ordinators and Boards for their hard work.

The last couple of years have been tricky ones for the annual ATLAS conference organisers, as they have battled with numbers because of the recession and the many cuts that are being made to University budgets. I am happy that we have still managed to organise smaller but very focused and interesting annual conferences, and thank you to

the organisers for persevering despite these adverse circumstances. Thank you to the Latvian team for last year's excellent event, good luck to Raoul and his team at UEL for the London 2012 conference, and best wishes to our colleagues in Malta for 2013.

Penultimately, as stated by Martin H. Fischer "You're no good unless you are a good assistant". Nothing in ATLAS would ever have been any good without the fantastic assistance of Leontine Onderwater who has been with ATLAS since the beginning. Luckily, she has not yet come to the end of *her* term of office and we hope she will not for many years to come. Thank you also to Jantien Veldman who has been working with Leontine for all of the years that I have been Chair. I will miss working with you both, but I do hope to be in contact regularly in my capacity as an 'active member' instead!

Finally, I want to thank my Board and you the members for your help, support and initiatives, but most importantly, friendship over the past seven years. I have no intention of retiring from other spheres of life in the near future, so let's keep those beers coming - cheers!

With very best wishes,

Melanie Smith  
Co-ordinator of ATLAS

# **Parking Mega-Events: Mega-Events, Parks and Urban Change**

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## **Summary of keynote speech at the ATLAS annual conference in London 2012**

Mega-events are large-scale genres of sporting and/or cultural events such as Olympic Games and World's Fairs (Expos) which originally developed in the modernising societies of Europe and America in the mid/late-19thC (see Roche 2000). The continuing vitality and popularity of each of these genres is indicated in the scale of visitor attendance at the 2010 Shanghai Expo (73 million) and, no doubt, in our recent experiences and memories of the London 2012 Olympic Games.

It is planned that the London Olympic 'mega-event' will leave the host city and wider British society with a number of long-term positive 'legacies'. These include a major new urban park, which is claimed to be the biggest urban open space project to have been created in Britain for over a century, and which will be open to the public from mid-2013. The post-event Olympic Park is an individual legacy of the 2012 Games which will offer East London residents as well as visitors a major new multi-use leisure facility. In addition to this 'public recreational legacy' it is hoped that the Olympic Park will be a carrier of and a catalyst for some of the other planned 'legacies' of the staging of the Games. These include the stimulation of participation in sport both locally and nationally, together with tourism and its economic impacts in East London, and other presumed 'urban regenerative/re-creative' impacts related to this. In public and media commentary on and debate about the London 2012 Olympic project's costs, benefits and legacies the 'recreational legacy' associated with the creation of the post-event Park has tended to receive less attention than the other types of legacy. So this presentation aims to throw some more light on this aspect of London 2012 by exploring some relevant historical and comparative contexts and perspectives on urban parks and their links to mega-events.

However the sub-field of 'mega-event studies' which has begun to emerge in recent decades is not as helpful as it might be in this task. The historical record shows that mega-events often leave new or renewed parks in their host cities, and thus new possibilities and opportunities for public recreation. Unfortunately this fact has tended to be down-played or even overlooked in the field of mega-event studies. So too has been the role that these parks, along with wider urban environment of other types and systems of open and green spaces, has turned out to play in terms of urban society and change over the longer term. The longitudinal studies and contemporary studies which have been needed have rarely been undertaken. So the case of London 2012 and its planned post-event Olympic Park challenges mega-event studies to begin to explore this 'park and recreational legacy' phenomenon further and to understand it better not only in the London case but more generally.

This presentation aims to begin to contribute to this process. It reflects on mega-events and their leisure and tourism impacts, with particular reference to the parks which mega-

events often help to create or renew, and the park-based public recreation opportunities and uses associated with them. The presentation takes a broad historical and sociological perspective on these issues. This attempts not only to explore the links between mega-events and parks, but also to put these links into the context of modern macro-social change. Firstly there are the changes involved in 19thC and early 20thC modernisation (for instance structural processes of industrialisation, urbanisation, democratisation and internationalisation etc.) and the movements of nation-building and city-building associated with this particularly in the West. Secondly there are the changes involved in the contemporary world associated with globalisation and the development of a multi-polar world order. The latter involve the relative decline of the West and the rise of other developing world regions and international groupings such as the so-called BRIC countries (Brazil, Russia, India, China). These latter changes could be said to require a renewal, and even a re-building, of national societies and cities in the old West as much as they involve more primary processes of modernisation, nation-building and city-building in developing countries. This socio-historical contextualisation of mega-events and related urban parks from the 19thC to the contemporary period aims to provide some relevant background in terms of which to begin to consider, in the conclusion, relevant aspects of the conference's general theme of mega-events, leisure and tourism in relation to 'the global city' of the 21stC. It is suggested that some of the experience and ideas associated with the mega-event and urban park movements in the 'pioneer period' of the mid/late 19thC might be relevant to consider when addressing the challenges posed to the future of both mega-events and parks in the 21stC. After an introductory discussion of aims, rationales, concepts, and perspectives the presentation is divided into two main parts.

The first part of the presentation is concerned with historical perspectives on issues of origin and development in the mega-event and the urban park and recreation fields in Western modernity, particularly Britain and the USA. It considers two periods, what we can refer to as 'the pioneer period' (from the mid to late 19thC) and 'the mature institutionalisation' period (inter-war and post-war 20thC). In these periods there were interesting and influential connections between two international cultural movements involving recreation. On the one hand movements emerged which were concerned with the design and staging of mega-events, particularly expo events and later Olympic Games events. On the other hand movements arose in leading Western nations which pressed for the creation of urban recreational parks in the industrialising cities of Europe and America. The two movements and the links between them in the 'pioneer period' can be well illustrated with reference to the influential activities and achievements of the great 19thC public park-makers and landscape architects Joseph Paxton in Britain and Frederick Olmsted in the USA. In this context we briefly consider Paxton's work in London (his Hyde Park-based and Sydenham-based versions of 'the Crystal Palace' in the 1850s) and Olmsted's work in New York and Chicago (the latter in relation to the Chicago Expo 1893). The discussion in this part then moves on to briefly consider the institutionalisation of both mega-event and urban park movements in a number of waves in the 20thC, and to illustrate this, together with relevant park aspects of mega-events, with reference to various inter-war expos and post-war Olympics, including those in Barcelona, Seville and Munich.

The second part of the presentation is concerned with contemporary developments in mega-events and their parks. The attempt to use the staging of mega-events as catalysts in processes of urban development or renewal in host cities has greatly increased in the final decades of the 20thC and in the early years of the 21stC. The discussion in this part begins by briefly considering this in the context of the expo genre (particularly with



reference to Lisbon 1998) and the Olympic genre (particularly with reference to Sydney 2000). The discussion then turns to the current case of London 2012 and the plans for its post-event Park which is due to open in 2013 and its potential 'recreational legacy'.

The presentation concludes with some provisional observations on a number of relevant issues of policy and research concerning the contemporary and future relationship between mega-events and urban parks. Firstly there is the issue of the relative gap in mega-event studies in relation to the park and recreational aspects of mega-event post-event impacts and 'legacies'. The discussion briefly considers what the presentation's provisional work and analysis implies about the challenges which are involved in attempting to address this gap, and the intellectual strategies which might be needed to do so. Secondly there are the normative and policy issues involved in mobilising national and urban publics and governments to stage mega-events and to create urban parks in association with them, in order to frame and house both the events themselves and some of their 'legacies'. These issues and the relevant contexts of political priorities are no doubt different for aspirant 'global cities' cities and their nations located in the old and relatively declining West as compared with those located in emerging and developing world regions. However the discussion suggests that, in either context, there may be lessons to be learned, along with relevant principles and practices of public policy, both for the present and the future, from the historical experience and ideas of 'the pioneer period' in relation to the staging of mega-events and the construction of urban public recreational parks. Finally some of these observations are illustrated in relation to the case of the plans for the post-event London Olympic park.

### **Maurice Roche: - Brief academic biographic information**

Maurice Roche is Professor of Sociology at the University of Sheffield, UK, and has previously held posts at the LSE, UK and McMaster University, Canada. His main interests are in the sociologies of Europe and of popular culture including mega-events, particularly in relation to the theme of citizenship. He was coordinator of the international SEDEC research network on European citizenship and social inclusion 1995-2000, coordinator of an EU funded network on this theme 1998-2001, and Director of Sheffield University's European Social and Cultural Studies (ESCUS) centre project 2003-6. He is the author of a number of books in these fields including *Rethinking Citizenship: - Ideology, Welfare and Change in Modern Society*, (1996, Polity Press); *Mega-Events and Modernity: - Olympics and Expos in the Growth of Global Culture*, (2000 Routledge); and *Exploring the Sociology of Europe* (2010, Sage).



# Taking the Township to the Tourist

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## Introduction

Township Tourism is unique to South Africa, and it attempts to defy the old tourism adage that tourists spend most of their money within walking distance of their accommodation. There are other examples in other countries where tourists pay to visit an indigenous population, but none has the political significance of the townships, which were the base for both the civil disobedience and the armed struggle used to fight and eventually overthrow apartheid.

Townships were introduced to South Africa by the British at the end of the 19th century and solved the problem of having the non-whites living close enough to get to work but far enough away not be seen except when working. The townships built under apartheid went further and were built in places that were out of sight. An example is Motherwell, a large township of Port Elizabeth that cannot be seen from the main road, the N2, but is clearly visible soon after turning off the N2!!

There are also rural townships; non-whites living in South Africa without the correct papers were forcibly removed to the Bantustans, the so-called Independent Homelands of Transkei, Ciskei and Bophuthatswana, set up by the apartheid government in the name of separate development.

Township Tourism is intended to involve large numbers of tourists and is the main policy mechanism for township inhabitants to benefit from tourism. This has not happened and the question is – why not?

Nearly 20% of all international long haul visitors to South Africa undertake a cultural, historical or heritage visit on their trip. However, this figure reaches 43.6% when Business, Shopping, Medical, VFR and other non-holiday tourists are excluded (2011 Annual Tourism Report p58/9).<sup>1</sup> The figure for domestic tourists is 3% in 2011<sup>1</sup>.

However, this idea of culture, historical and heritage tourism, promoted by the United Nations World Tourism Organisation (UNWTO) has a very wide catchment and includes performing arts, museums, and historical and heritage sites (Irma Booyens 2010).<sup>2</sup> For South African Tourism to include township tourism in this category, and not offer any separate figures for township tourism, means that there are no accurate figures for the number of township tourists or for the spend by township tourists.

Irma Booyens (2010)<sup>2</sup> conducted research in Soweto, and concluded 'that township tourism can promote socioeconomic regeneration and pro-poor development, but only if it is developed responsibly and the benefits are spread more widely'. This paper argues that even if this is done and even if there is the political will to fully support pro-poor development, it is highly unlikely that township tourism can make any significant contribution to socioeconomic regeneration. To make a contribution means understanding how tourism works and, in particular, understanding the problems of air access to a long

haul destination, the target markets and how and where tourists spend their money. In the context of township tourism this leads to a process developed by the writer, who lived and worked in South Africa with townships called: ***Taking the Township to the Tourist***.

## **Literature Review**

The period after the historic 1994 election of Nelson Mandela and the African National Congress (ANC) government spawned a great amount academic literature about township tourism. This literature can be seen as a part of the studies of pro-poor tourism, sustainable tourism and cultural tourism, which became popular at the same time, and developed ideas about ways that the traditional trickle-down of tourism could be improved, and the benefits delivered directly to the poor.

Under apartheid tourism had been limited and can be best described as up market but there was a very healthy Visiting Friends and Relations (VFR) market, especially from Britain. After the 2nd World War many Europeans, especially British, had emigrated to apartheid South Africa under an assisted scheme for white immigration.

It was only in 1963 that a government department for tourism was established but it also covered Indian Affairs!! Hotels were essentially for business and there was a small market for Safari tourism from the white Commonwealth. It is interesting to note that one of the Safari operators was a gun running operation for MK, the armed wing of the ANC!! The guns were under the long wheel based vehicles and the border guards let them through without searching, they were tourists.

The literature review has not been able to uncover any reliable tourism figures for the apartheid period, which does not mean there are not any.

C.M. Rogerson (2004)<sup>3</sup>, identified tourism as a key local economic development (LED) and Tony Binns and Etienne Nel (2002)<sup>4</sup>, looked at two particular developments – Still Bay in the Western Cape and Utrecht in Kwa Zulu Natal. However, they offer no concrete figures on visitor numbers, or visitor spend, or on the successful establishment of tourism-based local businesses. In fact, they admit that the game park initiative in Utrecht only restored a few of the thousands of jobs lost from the mining industry.

PPT Pilots Project in Southern Africa May 2004<sup>5</sup>, supported by Southern Sun Hotels, identified the many problems faced by township tourism operators, and recommended township co-operatives and stronger links with the formal tourism industry. There was the suggestion that Southern Sun could assist with the marketing, but the reality is that this initiative has failed – one of many that has failed to deliver tourists to the townships. The writer's own experience has been that numerous projects for the townships are announced in a hail of publicity, there is an expensive feasibility/business plan written but nothing happens, as with the PPT Pilots Project.

Part of the reason why township tourism fails may well be in the structure of South African tourism itself. J. Saarinen (2004)<sup>6</sup> observed that a destination 'contains features from the present, traces from the past, and signs of future changes.' There are many features from apartheid tourism still operating in today's tourism, and it is also highly likely that one of the long-term effects of apartheid is a tourism industry severely out of kilter with the rest of the world. The effect has been not only harmful to townships aiming to benefit from tourism, but to the tourism industry as a whole.

## **An overview of South African tourism**

Albert Grundlingh (2006)<sup>8</sup> from the University of Stellenbosch is one of the very few academics to have studied tourism under apartheid, and three of the features he identifies as being part of apartheid tourism are still present today. Firstly, the apartheid government wanted high-income tourists, not the mass-market tourism that became prevalent from the 60s onwards. Today this is manifest in the 5-star game lodges and safari parks, and also in the continuing lack of an air access strategy that allows charter/low cost flights from Europe.

South Africa has positioned itself as an up-market destination – it does not want Europe's hoi polloi – but the reality is that it is the hoi polloi that are more likely to be sympathetic to the aims of township tourism than the luxury end of the market, which tends to be politically more conservative as it was under apartheid (2006)<sup>8</sup>. Township tourism is a niche market but for a niche market to succeed there must be sufficient people travelling to the destination in the first place.

Secondly, the apartheid government built and ran basic/spa type resorts under the brands such as 'Adventura' to promote holidays for the indigenous white lower middle class – these holidays can be classified as self-drive, self-catering and self-sufficient. These types of resorts still exist and are still used by the white South African population today, but with upgraded facilities, and they tend to be in unspoilt areas such as the Wild Coast and off the beaten track. The tourists do not use the local facilities, but bring everything with them, including food. What they do not bring they will purchase from the camp shop, which will be stocked to meet the needs of its white clients. A few menial jobs are the only benefits that domestic tourism brings to the townships and villages in some of the poorest rural areas.

These rural areas highlight the third feature identified by Grundlingh (p117), which was the promotion by the apartheid government of tourism for the white population to the Bantustans – the Ciskei, Transkei (the Wild Coast) and the well-known Sun City in Bophutatswana. The pretence of the homelands being independent countries allowed forbidden fruits to be offered to the white South African market – top class golf courses were combined with casinos allowing gambling which was illegal in apartheid South Africa. Pornographic films were shown and there was prostitution across the colour line both of which were illegal in the strictly religious apartheid state. Today gambling is legal so there is still casino tourism, except that the number of casinos has increased, and most are now situated in or near major urban conurbations. The result is that the employment that was offered by these complexes has now disappeared with the original casinos. It can be said that the casinos were, under apartheid, in the right places for the wrong reasons and, today, they are in the wrong places for the right reasons.

## **Why Township Tourism?**

Most ANC politicians began life in a township, and the older ones were active in their opposition to apartheid, often called 'the Struggle'. They are proud of their heritage and proud of the role the townships played in the overthrow of apartheid. It is natural that these politicians want to create and recreate the townships that were so important to their own development in their formative years. Part of this is manifest in the museums, heritage and cultural centres and theatre created in townships. There is the Red Museum in one of the oldest townships of Port Elizabeth, <http://www.nmbt.co.za/> and most recently the 150

million Rand (£12.5 million) Soweto Theatre opened this year, which is confidently expected to be a tourist attraction.

[http://www.joburg.org.za.listing/red\\_location\\_museum.html](http://www.joburg.org.za.listing/red_location_museum.html)

But how many tourists visit Red Museum? Not many, and currently the option of building a hotel nearby is being explored as a way of bringing visitors to the museum and utilising its conference and other facilities. How many is 'not many'? No one seems to know, for the truth is that there are no records kept of numbers of township tourists to any particular township. In the past the writer found the only way to get any real idea of numbers was to personally speak to all the township tour operators in a particular area and ask for their booking numbers. When these numbers are added up, the total was depressingly small.

Every year there is a tourism fair in Durban, called an Indaba <http://www.indaba-southafrica.co.za> and every year there are township tour operators brought to Durban, provided with stands, and the politicians will proclaim that these emerging township tour operators are at Indaba with the mainstream tourist industry. However, the writer's experience is that there is no follow up to find out whether a stand at Indaba produced any new business.

Are the politicians and tourism officials aware that township tourism doesn't work?

This is an almost impossible question to answer. A great deal of political capital has been invested in township tourism. It has been a policy at national, provincial and local level since 1994 to create and expand township tourism. There are policies and funding for Historically Disadvantaged People (HDP) to be trained as tour guides and this is not just for townships but as tour guides to work anywhere in their own province. However, the reality is that once qualified there are very few opportunities within the mainly white tourism industry. There is a policy in South Africa of Black Economic Empowerment (BEE) and there are scorecards for the different industries and the tourism and hospitality industry are not likely to win any medals.

Township tourism was and still is a major political and policy initiative to offer townships the opportunity to benefit from tourism. Today, there is ample evidence that township tourism has not delivered but it is possible that many politicians and officials are, to some extent, in a state of denial.

## **The Target Markets**

'With the tourism industry, there are significant numbers coming to Vilakazi Street, interested in the liberation story.' This is a quote from Steven Sack, director of arts, culture and heritage for Johannesburg.<sup>7</sup> He was referring to the potential target market for the Soweto Theatre, but what are 'significant numbers'? Certainly, Irma Booyens<sup>2</sup> does not consider there are significant numbers coming to Vilakazi Street, or anywhere else in Soweto. The problem, as always, is that there are no accurate figures, but it is worth considering the target markets. The figure for domestic tourists who make a cultural, historical or heritage visit was 3% for 2011 and they are, regrettably, not a realistic target market.

It is now over 20 years since apartheid ended, so that any long haul tourist who remembers apartheid and was, perhaps, active in the anti-apartheid movement, will now

be approaching 50, at least. While these people constitute a natural market for township tourism, it is not a large market – and it is a dying market!

That large percentage of long haul tourists, referred to earlier, who make a cultural, historical or heritage visit must be seen as a target market. Some will be interested in the liberation struggle, but more will be more interested to discover township jazz, choirs, dancing (including gumboot dancing from the mines), theatre, arts and crafts, beautiful colourful traditional clothes, sangomas (medicine women/traditional healers/fortune tellers) who throw the bones to reveal the future. There is also township cuisine, and even township beer!

Many tourists would enjoy some or all of these activities, especially the music and dancing, which lend themselves to an evening with food and drink. However, many township tours take place during the day when there are competing tourism attractions, especially seeing the animals and the beach or pool for sun-starved Europeans!

The townships can offer the most friendly welcome; very few white people go into townships, especially white South Africans, and the locals are genuinely very pleased to see you. However, there are drawbacks and the main one is the level of facilities available for the tourist. There are very few venues available in townships and while licensed or unlicensed premises, called shebeens, are gradually improving there is not the comfort of the city venue and toilets can still leave a lot to be desired.

By evening time, tourists are not keen to be tied to a schedule and visit a township with its lack of facilities but they will amble out of their hotel to a nearby venue.

### **Taking the Township to the Tourist**

Ideally, there should be a venue, convenient to the main hotels, in the centre of each main tourism destination, Cape Town, Johannesburg, Durban and Port Elizabeth. This would be a place where all the local townships can showcase their music, dance, arts and crafts on a regular basis, preferably nightly in the main tourist season. Ideally, the venue should be co-operatively owned by the townships themselves, but if the finance is not available, then hiring a theatre or a function room from a hotel will work. Ideally, the venue should be able to serve food, and be licensed for the sale of alcohol and for music and dancing. There should be an area where arts and crafts will be on sale, and a sangoma can read fortunes. Tourists will pay an inclusive price for food and a show, and extra for drinks. In coastal destinations the venue could be on the beach and used in the day as a café/bar/restaurant and in the evenings for music and dance.

If taking the township to the tourist was to happen, it is quite possible that foreign business travellers would also find this preferable to another night on their own, in a hotel room that looks the same as hotel rooms the world over.

In 2011 (2011 Annual Tourism Report p17/18)<sup>1</sup> there were 2.16 million long-haul arrivals in South Africa, and 1.28 million were from Europe. After stripping out business, medical, religious, shopping and VFR travel, some 50% were there for a holiday, and are a target market for township tours. Taking the percentage figures quoted in the introduction (2011 Annual Tourism Report p58/9)<sup>1</sup> this would mean that from Europe some 250,000 clients could be expected to take a cultural, heritage or historical tour. If they all took a township tour, that would still only be some 700 tours a day for the whole of South Africa, including

every township from Cape Town to Durban via Port Elizabeth and up to Jo'burg!! Even the 20% of the total number of long-haul arrivals would only give some 400,000 tours a year, just over 1,000 tours a day for the whole of South Africa!

## Conclusion

South Africa's tourism contradiction - is that it wants to be an up-market destination, but that doesn't produce enough tourists for township tours to be successful over the whole of South Africa. Soweto, the largest and the best known township, has the political history but as Irma Booyens (2010)<sup>2</sup> has shown, Soweto is far from successful with township tourism.

The last 20 years has seen South African tourism trying to catch up with the rest of the world and, at the same time, developing their own unique products. National parks have been expanded and developed and Robben Island, the notorious prison, has become a World Heritage Site and a major tourist attraction. A great deal of money and effort has been put into township tourism but without success.

Now, some of that money and effort needs to be used to finally end the restrictions placed on South African tourism by its apartheid heritage. The most important of these is a real increase in air access, to bring in more tourists and to ***take the township to the tourist.***

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# Transforming Budapest - The case study of Sziget Festival

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## Introduction

The word 'festival' derives from Latin and means a special occasion or plays, a series of performances at a celebration. Feasting always offers some kind of entertainment, something different from everyday life. In Hungary, 2010 was the Year of Festival Tourism", and the events of the year all highlighted festivals as one of the most important sector of the cultural industries and the experience economy.

Hungary's accession to the European Union played an important role in the development of cultural industries. It became clear that cultural industries has to compete with the other branches of the entertainment industry and a change of approach is needed to reach an appropriate quality that is high enough to apply for EU funding.

There is a drastic change in festival management trends in Hungary today compared to the previous decades. Until the end of the 1980s, the approval of the Ministry of Cultural Affairs was indispensable for all bigger events and even the department of internal affairs could also be involved. After the change of regime, more and more festivals were organized in the country, new types appeared, the quality improved and price became a factor. From the beginning of the 2000s the number of foreign visitors at Hungarian festivals is growing.

According to a survey by the Hungarian Academy of Sciences festival-goers as a target group can be characterised as follows:

- The majority of festivalgoers are between the age of 19 and 29.
- They at least finished secondary school.
- They live in Budapest or in a city with a population between 10,000 and 100,000 or in a large village with a population over 2000.
- The monthly revenue of their household is between HUF 90,000 and 149,000.

This group is in an ideal situation concerning all three factors that have an influence on people's willingness to participate. They are active in the labour market and earn enough discretionary income to finance their participation at a festival. As the date of the events is

published well before, they can align their days off. Finally, they are motivated enough, as in the last ten years the importance of cultural life for the youth has increased.

Where tourism is a significant part of the local economy, festivals and other events attract a multitude of tourists, who spend their money in the shops, restaurants, parking lots, hotels and markets. Another economic advantage is that festivals create workplaces, including part-time and seasonal jobs. As a social function, festivals can offer a platform for people to speak about different cultures, nations, traditions and customs, which might raise public awareness and tolerance. Festivals may also contribute to the development of the local community, the saving of traditions and identity, which are all important values in our globalizing world.

The main arguments in favour of festivals:

- Contribute to regional development (both at local and regional level).
- Leverage for the economy (improves entrepreneurial activity).
- Image-building effect (including the country, the region and the city).
- Increase competitiveness (boost touristic development as a competitive product).
- Contribute to the development of experience economy (offer eventful recreational time).
- Promote sustainable development (by raising public awareness of socio-cultural environment and nature, reinforcing environment-friendly attitudes).
- Increase the quality of living (including local residents and visitors).
- Contribute to infrastructural developments (by improving the festival's infrastructure).
- Contribute to the development of cultural industries (to the fast growth of cultural tourism).

The subject of demand is an experience that can be obtained as a result of a consumer decision. From the 2000s on the demand side there is a conscious consumption of culture products, on the supply side there are festivals, which can also offer the youth the experience of being together.

The focus of the supply side is the nature, the quality and intensity of the experience relating to the offered service. The supply side proves the existence of the cultural industries, the ability for renewal and the adaptability of the destination. In the metropolises festival tourism is usually one of the key sectors of the cultural industries and every month there is some kind of festival (whenever we visit the given destination, we can always participate in a festival).

Within the experience economy festivals belong to the experience consumption segment. A festival is a product that can be directly sold and generates significant income. It also has an indirect role in the image building of a country, region or city.

Participants in a survey by the Hungarian Central Statistical Office (Központi Statisztikai Hivatal, KSH) evaluated on a scale of one to five the factors that influence them the most in deciding between festivals:

- The most important factor is the nature and type of the event (4.65).
- Respondents prefer to choose an event, where the atmosphere is good (4.43) and where programmes meet their tastes (4.34).
- The location of the festival should be easily accessible (4.22).
- Being with friends is of great importance as well (4.16), greater than being with the family (3.88).

- Ticket prices are also vital of course (4.0).
- The significance of the quality of accommodations and restaurants around the festival splits the respondents.

Festivals emerge from the human community itself. The desire to meet others, to be together and the shared interest join the audience of the festivals. Which is exactly why festivals are essential in spending leisure time: they offer time spent together and artistic experiences as well. Their strength and fascination arises from the simultaneous satisfaction of both demands.

## **Sziget Festival**

The popularity of festivals has grown both in Hungary and at the international level over the last years, and changes in the festival visiting patterns within the Hungarian population reflect the improvements which have occurred in the Hungarian festival market in recent years. A key Hungarian event is *Sziget Fesztivál*, which has been organised every August since 1993. This festival is unique in many respects. As its name suggests (“sziget” is the Hungarian word for “island”), *Sziget Fesztivál* is staged on a natural island. It lasts one week and features nearly all branches of art. Its “unique value proposition” is however the “Sziget feeling”, which cannot be experienced anywhere else.

The festival was launched in a period when there were virtually no large-scale popular events that could bring together masses of young people in Hungary. By the 1990s, youth camps were already a thing of the past. Although most of these camps were not organised on a voluntary basis, they did provide an experience of being together for the participating young people before the political and economic regime change. The Hungarian daily newspaper *Népszabadság* called it a “hygienic little Hungarian Woodstock”.

The name *Diáksziget* was replaced by *Pepsi Sziget* in 1996, because the organisers needed a powerful sponsor to cover the increasing costs of the performing superstars. Pepsi paid 300,000 dollars for the name.

The *Sziget Fesztivál* celebrated its 10th anniversary in 2002 with a fairly stable financial background. By that time the event had gained such popularity that it did not need a powerful brand to attract performers. The organisers decided to enter into several sponsorship agreements instead of making a commitment toward a single lead sponsor (Pepsi).

In 2010 in connection with Hungary’s EU presidency in 2011, cultural cooperation - embodied by the EU Trio Focus Project - was a main focus of the festival. The central objective of the Project was to provide a wide range of information to young people about the European Union and its institutions, some of the key strategic initiatives of the European Commission, and the contemplated programme of the Hungarian Presidency.

Sziget is not only a festival, but also a week-long opportunity to camp out in the temporarily built festival city where besides basic facilities, posting and banking services, restaurants, pubs, shops and a number of other amenities provide comfort and entertainment. During the years the number of visitors was continuously on the rise. Back in 1993 43,000 people visited the festival; nonetheless this number rose to 390,000 by 2009. However, because of the economic crisis the number of visitors was a little bit less in 2010 but a slight increase began in 2011 (Table 1). The 6<sup>th</sup> million visitor was granted a

lifelong free ticket for the Sziget Fesztival in 2012. This year about 380,000 visitors took part in the festival.

**Table 1:** Changes in the main indicators of Sziget Festival

Year	Total numbers of visitors	Pre-purchased weekly tickets among foreigners (%)	Total budget (million HUF)	Price of pre-purchased weekly ticket (HUF)	Price of daily ticket (HUF)
1993	43.000	0%	26	1.800	300
1994	143.000	15%	120	1800	300
1995	173.000	15%	145	2.500	500
1996	206.000	30%	180	2.800	700
1997	260.000	35%	200	5.000	800
1998	266.000	50%	290	6.000	1.200 / 800
1999	297.000	55%	420	7.000	1.500
2000	324.000	60%	580	8.000	2.000
2001	361.000	60%	900	10.000	2.500
2002	355.000	60%	1005	12.000	3.000
2003	351.000	60%	1200	14.000	3.500
2004	369.000	60%	1450	16.000	4.000
2005	385.000	50%	1850	20.000	5.000
2006	385.000	40%	2.225	20.000 / 24.000	6.000
2007	371.000	50%	No data	24.000	6.500
2007	371.000	No data	2500	25 000 / 30 000	8.000
2008	385.000	No data	2700	25 000 / 30 000	8.000 / 2.500
2009	390.000	No data	No data	37 500 / 45 000	10.000
2010	382.000	No data	No data	38 000 / 46 000	12.000
2011	385.000	80%	3.200	38.000 / 46.000	12.000
2012	380.000	No data	No data	55.000 / 63.000	13.000

Source: [www.kulturpart.hu](http://www.kulturpart.hu), [www.sziget.hu](http://www.sziget.hu)  
(1€=290HUF, 2012. August)

## Visitor characteristics of Sziget Festival

Collecting information about and soliciting feedback from the visitors to the festival are vital for planning the future of the event. To this end, a research programme was launched a few years ago to satisfy the diverse information needs of the organisers, sponsors, social organisations and the economics profession. On behalf of Magyar Turizmus Zrt, Free Association Research Kft conducted research into the impact of the *Sziget Fesztivál* on tourism. Data were collected by interviewing 400 foreign visitors and the members of a representative weighted sample of 1000 Hungarian visitors to the 2008 event.

### **Demographic characteristics**

- Within the group of *Hungarian visitors*, the distribution of men and women was more or less equal. Since the festival features popular music, one third of the Hungarian visitors were younger than 20 years of age, and three out of ten visitors were between 20 and 24 years old. 39.1% of the visitors were 25 years or older, which indicates the wide popularity and traditions of the event.

- 60.0% of the Hungarian visitors were from Budapest and 13.4% arrived from Pest county, which means that nearly 75% of all Hungarian visitors lived in the central region.
- The percentages of visitors from all other regions were generally low for several reasons. One is the physical distance, which increases the travel and accommodation costs incurred in relation to visiting the festival. Another important reason is the strengthening thematic and regional competitors of the *Sziget Fesztivál*, including festivals such as SZIN, EFOTT, Hegyalja Fesztivál, Balatone, Balaton Sound, and Volt Fesztivál.
- Compared to the adult population of Hungary, the visitors to the festival had much higher levels of education: one out of two visitors was a university or college student or graduate and only 12.5% had no certificate of secondary education.
- As part of the higher than average level of education, 72.5% of the visitors could speak a foreign language at intermediate or more advanced level. The most widely spoken language was English, which was followed by German (spoken at basic level or more fluently).
- Over half of the visitors (55.6%) were full-time students. Those who worked were typically subordinate employees.
- The festival was rather inaccessible for the unemployed, whose proportion was as low as 2.2%.
- The study of the *foreign visitors* revealed that the most visitors arrived from France, Germany, the United Kingdom, Italy, the Netherlands, and Austria.
- Half of the foreign visitors were students in their home countries. In this group, men had a majority (58.3%), and the average age was higher than that of the Hungarian visitors.

### ***With whom did you come to the Sziget Fesztivál?***

The majority (nearly two thirds) of the *Hungarian respondents* visited the 2008 Sziget Fesztivál in the company of 2-5 people, and more than 30% came with more than 5 companions, most of whom (84.2%) were friends, acquaintances and schoolmates.

*Foreign visitors* typically did not visit the festival alone. Only 7.6% of the respondents arrived without companions, while the majority visited the festival with friends (72.2%).

### ***Accommodation***

Since a high percentage of the *Hungarian visitors* came from Budapest, 61.6% of the respondents spent the night at home while visiting the event. The second most popular choice was sleeping in a tent on the island (37.0%). Only 0.6% of the visitors used some kind of tourist accommodation, and the popularity of student hostels was at the same level. While nearly all *foreign visitors* spent the night(s) on the island in 2006, the corresponding percentage was only 70.2% in 2008. 15.6% of the respondents stayed in youth hostels, and 10.5% chose a hotel or an inn.

### ***Meals***

Approximately half of the *Hungarian visitors* had all their meals on the island. This was a more typical choice among those who came from the country (60.9%) and those who only spent one day at the festival (63.4%). The most common alternative to using the food services available on the island was eating at home, and many visitors (39.9% of the respondents) bought food in retail stores.

The percentage of those who went to a restaurant outside the island was rather low, only amounting to 6.0% of all visitors.

### **Modes of transport**

For those *Hungarian visitors* who came from places other than Budapest, the preferred mode of transport was train. 52.7% of them travelled by train to Budapest and then used the suburban rail service to get to the island.

One out of five visitors from the country travelled by car or motorcycle and one out of six arrived by bus.

The majority of *foreigners* (38.6%) travelled by train, while the second most popular choice was flying (30.1% of the respondents), followed by driving (25.4%).

### **Other programmes**

The *Hungarian visitors* to the *Sziget Fesztivál* hardly participated in any other programme outside the island. It was mainly those who came from the country who supplemented the festival with other, for the most part cultural programmes (nearly 10% of the visitors from the country visited a cinema or a theatre during the festival). The same percentage of respondents from this group mentioned shopping in Budapest, as an alternative programme. Sightseeing was not typical at all among the Hungarian visitors. Even in the group of those who came from the country, only 3.4% claimed to have left the island for that purpose.

As regards *foreigners*, only four fifths of them were interested in other attractions or programmes. Most of them took a sightseeing tour in Budapest, and 14.3% travelled to the Lake Balaton.

### **Sources of information**

Most *Hungarian respondents* relied on the Internet to gain preliminary information about the programmes. In particular, it was the primary source of information outside Budapest, where the availability of programme magazines is poorer. On the other hand, visitors from Budapest either preferred the Internet (one out of four), the special issue of programme magazines (21.1%) or the information tent set up on the island (17.2%) over other sources of information.

The majority of *foreign visitors* (74.7%) heard about the 2008 festival from their friends in the home country. The second most important source of information – mentioned by 31.7% of the respondents – was the Internet. Only one sixth of the visitors to the *Sziget Fesztivál* claimed not to have heard about the event before 2008, while 31.7% had already known it for four years or a longer time. 27.8% of the interviewed foreigners claimed to be a returning visitor.

### **Length of stay**

The majority of the *Hungarian visitors* neither arrived earlier than the beginning of the festival (84.4%), nor stayed after the event (84.8%). Similarly, only one out of six visitors from the country extended their stay in Budapest by a few days before or after the event.

On the other hand, over half of the *foreign visitors* arrived in Hungary earlier than the start date of the event, and nearly 40% of them stayed longer than the period of the festival.

### **The reasons for choosing Sziget Fesztivál**

The findings of the survey made among the *Hungarian visitors* revealed that the main reason for choosing the festival was “the product”, i.e. the style and the programme. The expected atmosphere and “being with friends” were also important reasons. Typically, the visitors to the *Sziget Fesztivál* did not seek a family programme and found the role of advertisements rather limited.

The event attracted large numbers of *foreign visitors*, of whom 81.8% agreed with the statement that the festival was the primary objective of visiting Hungary.

What make the *Sziget Fesztivál* attractive are primarily the style, quality, high number and diversity of the featured bands. There are also a number of other factors that make the festival worth visiting. These include the atmosphere of the event, the nature of the audience, diversity, the endless parties and the special environment. Additional positive features, such as affordability and good value for money, were also mentioned by many respondents.

### **The economic impacts of Sziget Festival**

In 2005, the managing director of Sziget Kft commissioned KPMG to analyse the macroeconomic impact of the festival. The analysis has pointed out that, in addition to its quantifiable impact, the festival has the potential to bring long-term benefits for the Hungarian tourism sector. The demand generated by the festival can contribute to the promotion of Budapest and Hungary in the international tourism market. The event has increased the GDP and the tax revenues by billions. Naturally, the impact expressed in proportion of the total amount of the GDP or the tax revenues is insignificant, but the figures are very informative. In 2005, the festival made a contribution of HUF 3.3 billion to the total GDP of HUF 22,000 billion. The tax revenue which arose directly from the *Sziget Fesztivál* amounted to HUF 1.3 billion. The study has revealed that the visitors to the festival spent HUF 6.3 billion in total, mostly on foodstuffs and entrance fees. Three quarters (76%) of the total spending took place on the site of the event, while one and a half billion forints were spent elsewhere. Foreign visitors spent much more than Hungarians, even though the costs of travelling to Hungary was not taken into account for the calculation of spending: 37% of the total spending of HUF 6.3 billion was attributable to visitors arriving from other countries, representing only 19% of the total number of visitors.

Moreover, the amount of spending by foreign visitors to the *Sziget Fesztival* exceeded the average tourist spending. According to statistics from the Hungarian Central Statistical Office (KSH), an average foreign tourist spent HUF 51,550 in Hungary in 2004, while a visitor to the festival spent HUF 67,550 in 2005. One reason behind this may be that the visitors to the festival stayed in Hungary longer than average tourists did, and the period of stay was usually longer than that of the festival. On average, they spent 1.7 days in Hungary before the festival and stayed for another 1.8 days after it.

### **The environmental impacts of Sziget Festival**

Almost all forms of environmental pollution can be measured during a festival of such scale. Taking a closer look at them thematically we can draw the following conclusion:

#### ***Littering, rubbish***

During the Sziget Festival in 2006 approximately 2200 m<sup>3</sup> of waste accumulated. This roughly equals with the amount of rubbish that the residents of a 10 storey building mount up in 9-10 years. Due to the selective rubbish collection, which has been going on for 5 years, the amount of all types of waste grew continuously.

([http://www.sulinet.hu/tart/fncikk/Kife/0/27217/fesztival\\_szemet.htm](http://www.sulinet.hu/tart/fncikk/Kife/0/27217/fesztival_szemet.htm)) (Table 2).

**Table 2:** The composition and the changes in the amount of waste of Sziget Festival

Year	Plastic goods (piece)	Empty bottles (kg)	Batteries (kg)	Used cooking oil (kg)
2007	160.000	4.500	150	6.000
2006	150.000	2.500	110	2.500
2005	100.000	1.500	70	1.800
2004	80.000	900	45	1.100

Adopted from: [www.sziget.hu/fesztival/info/kornyezetvedelem](http://www.sziget.hu/fesztival/info/kornyezetvedelem)

Selectively collected waste is transported to selective rubbish dumps and recycling plants at the expense of the Ministry of Health and the sponsors ([www.nol.hu/fesztivalia/cikk/459622](http://www.nol.hu/fesztivalia/cikk/459622)).

### **Air pollution**

The festival venue is situated near busy main roads and the concentration of pollutants is generally very high. In connection with the festival the local polluting sources must also be mentioned, for example the extra emission made by those who arrive by car, because the CO<sub>2</sub> emission can grow by as much as 30% during the festival. (The Clean Air Action Group, 2007). Parking problems also deteriorate air quality in the area. The health damaging effects of dust generated by visitors also increases during the entirety of the festival.

In order to improve the situation visitors are encouraged to approach the festival venue by means of public transport. According to other strategies, a temporary car park could be made and used during the festival at the abandoned Óbuda Gas Works, owned by Budapest's municipal government. The 'Clean Air Action Group', which has had an opportunity to advertise them on Civil Island, also emphasises the problems caused by air pollution (<http://www.obuda.blog.hu>).

### **Soil pollution**

There are both physical and chemical manifestations of soil pollution at the festival. The former problem arises as soil compression because of the visitors' treading (it could reach 40% around the stages and catering facilities), while the latter results from the lack of sewage treatment and from the fact that the available toilets are not used (visitors do not use the installed lavatories). To overcome this problem the number of mobile toilets has been increased.

### **Noise pollution**

The most critical aspect of the relationship between the festival and the local residents is the noise pollution. According to a local government decree the threshold limit of noise generated by any free time activity is maximised at 45 decibels during the day between 07.00 and 20.00hrs, and at night between 20.00 and 07.00 o'clock this limit is 40 decibel. During the practice sessions and at the actual event the limit was exceeded by well over 25 and 23 decibels respectively. It must be stated that because of the characteristics of the measured unit a three-decibel increase will sound twice as loud. The very busy roads in the district (Váci road, Árpád road, Görgey road) generate over 70 decibels during the day. Ironically, compared to the harmful effects of these roads the noise from Sziget Festival is almost negligible.

To overcome these problems stages are erected and fitted with noise insulation material and there are automatic volume-control devices at the problematic places. These



appliances continuously measure the noise level and adjust the volume below the threshold limit without human interaction.

### ***Sewage treatment***

One of the greatest problems of the festival is sewage treatment. There are a growing number of bio-toilets on the island, nonetheless the number of the more easily cleanable and illuminated container-toilets – due to the lack of sewage pipeline – could not really grow. In 2006 using a new technology organisers were able to significantly improve the situation and created further toilet-centres at the most frequented places of the island. This new technology does not require a pipeline system: sewage flows into a large tank from where it is transported away. Furthermore, there were newly installed hand-wash gears and the number of showers was also increased.

### ***Lighting pollution***

Temporary and punctiform, at the same time the appearance of the strong light effects are dangerous for the environment because of the sudden, unexpected and short effects. Due to the growing number of visitors and demand for public lighting was further improved on the island. In 2007 more than 4.5 km road was illuminated during the festival. Nevertheless, the problem has not been solved.

### **The festival's impact on the local residents**

The festival, which was first organised in 1993, witnessed no real problems with local residents until 1997. Since then, however, numerous signs of hostility appeared. At the end of October, 2007 the Free Association Research, which is a public opinion research company, conducted a public opinion poll involving 300 respondents amongst residents of district IV in order to find out about what they think of Sziget Festival. In answer to the first question of "How much does the festival disturb you during the day?" 82% of the respondents said that it did not disturb them at all. On a scale of one to ten 89% gave 1 or 2, while nobody gave 9 or 10. The average points given to this question was 1.5. Question 2, which read "How much does the festival disturb you at night?" had similar results: 62% of the respondents were not disturbed at all and only 7% stated that they were disturbed significantly. The average points given to this question were 2.9 on a scale of one to ten. The final question read "Do you believe that the authorities should prevent the organisation of this festival in its present form or not?" and only a mere 6% thought that they should, and 94% did not think that the organisation of this festival should be prevented in its present form. (<http://www.sziget.hu/fesztival/hirek/107109.html>).

### **Environmental protection at Sziget Festival**

Selective waste collection has been implemented for five years during the festival, and now the Ministry of Environment and Water together with ÖKO-Pannon public benefit company, beside the assistance provided for the operation of waste collecting system, popularise selection among the 'island dwellers' by means of a road-show teaching about environmental conscious attitude. One of the initiations is that anyone handing over selectively collected waste could choose either a present from ÖKO-Pannon public benefit company (pass-holder, textile bag, writing pad), or one of the issues of the teaching material. Beside, you could get some soft drink, cap, t-shirt or other valuable presents in exchange for beer bottles, PET bottles or cans, and there was even an apple-battery exchange option as well.

## Summary

Sziget Festival as an event has direct and indirect connections with the environment. Events can have economic, social, cultural and physical impacts on the environment. It can be argued that most events often have common environmental impacts. Firstly, they contribute to the depletion of natural resources as well as to air, water, and soil pollution. Secondly, they decrease the numbers and varieties of plants and animals and ruin their habitats.

In order to have more favourable environmental impacts the sustainable planning and developmental principles should be taken into consideration throughout the organisation of a festival. Sustainable events managers should consider the controlled use of resources, restriction of over consumption and reducing the amount of waste, conservation of diversity and the involvement of events management in long-term developmental concepts.

Almost all forms of environmental pollution can be measured during this festival. It has been found that the environmental protection plays a more and more important role. Examples of sustainable planning and development can be found at Sziget Festival such as the activities of the 'Clean Air Action Group' and ÖKO-Pannon public benefit company, increasing of the number of mobile toilets and automatic volume-control devices of the new waste collecting system.

The *Sziget Fesztivál* could not be staged without funds provided by sponsors, because nearly half of the costs are covered this way. Sziget Kft has multi-year contracts with the major sponsors, which need to be renewed from time to time. In the current economic situation, it is increasingly difficult to find new sponsors, and the existing ones are reducing the amounts spent in support of the event.

Over the last years, the festival has outgrown the Hajógyári-sziget. Considering that it is not possible to increase the number of locations and programmes any more, and the visitor count cannot be pushed beyond 65,000 per day, the organisers are trying to further improve the quality of the programmes of an already high-quality festival.

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## **Festive leisure: Significant changes in perception and organization of festivals**

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This aim of this communication is to point out the changing views on the value of leisure at present, highlighting the transformations it is undergoing in contemporary society with special focus on its festive aspect. The first part centres on an analysis of the festive leisure experience and change in perception of festivals in three time frames: when they are prepared, held and remembered. This vision is based on research carried out on the leisure experience and its festive dimension among young people and adults in today's society.

The second part centres on festivals as spaces for citizen participation and addresses the issue of human diversity as a feature of modern society; inclusion and festivals and the difficulties persons with disabilities encounter when taking part in festivals. Lastly, the work is analysed with the Bilbao City Council to ensure festivals are held "for all". The final reflection poses new ways of understanding festivals, some of the challenges involved in organising them and how festivals therefore contribute to social innovation and transformation.

Throughout history, a number of researchers and intellectuals have studied and debated the subject of festivals from the anthropological and humanistic points of view (Caillois, R., Caro Baroja, J., Laín Entralgo, P., Pieper, J., Turner, V., etc.). Festivals and their relationship to leisure have also been studied at the University of Deusto's Institute of Leisure Studies. The topic has been addressed in numerous publications. Among some of the most outstanding are *Ocio Humanista* and *Ocio y desarrollo. Potenciales del ocio para el desarrollo humano*, published to mark the occasion of the 6<sup>th</sup> World Leisure Congress of the World Leisure Association in 2000. A decade later, we are broadening our views by studying changes in how festivals are perceived from the perspective of leisure and how citizens see festivals, in line with the concept of the leisure experience and the festive dimension developed within the Institute's humanistic leisure approach. This communication aims to point out how leisure is currently being revalued, highlighting the transformations it is undergoing in contemporary society with a special focus on its festive aspect. The aim is to analyse changes in how festivals are perceived and describe issues related to inclusion.

The opinions on changes in perception presented in this communication come from surveys carried out within the joint research project on festive leisure experiences which the Institute is carrying out with other Latin American Red Otium<sup>1</sup> member universities. The findings will be discussed and we will centre on analysing changes in how young and adult Basques perceive festivals from the festive leisure perspective.

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<sup>1</sup> <http://www.asociacionotium.org>.

The approach to alternative ways of organising festivals is backed up by the work completed since 1994 at the Institute's Chair in Leisure and Disability. During this time, the project has focused on in-depth study of inclusion in leisure. Its conceptual development is based on studies, among others, carried out with the Bilbao City Council highlighting implementation and evaluation of measures focused on providing equitable opportunities and inclusion in Bilbao's festivals.

The closing section consists firstly of a brief reflection on the overall perception of the meaning of festivals and the new ways of understanding them, as expressed by the persons interviewed. The second point raised was the importance and feasibility of organising festivals in which all citizens can take part.

Lastly, after having prompted the interviewees to reflect on festivals through the questionnaire, they were asked to reconsider the meaning and their perception. 54% of interviewees believe that the way they see and understand festivals has changed over the years. 47% think that the way we experience festivals changes over time. 22% think that we seek closer relationships with our loved ones over time. 6% think festivals are increasingly sad or nostalgic and 3% believe they become more important over time. As an aspect of leisure, festivals still require a certain mood, free will and space for freedom. Their essence remains unchanged as they bring together community efforts as ends in themselves. In other words, they are leisure *par excellence* in which cultural sectors such as music, literature, theatre, etc. take on new meanings. (Cuenca, 2000a). However, the most noticeable or interesting transformations concerning how participants see festivals are basically:

- Festivals have lost their special quality, that other worldliness often linked to religion, and have become more everyday events with a non-religious ordinary nature.
- A change in the tendency of factors influencing how people celebrate festivals can be noted. Tradition, the religious community context and the family now play a lesser role as friends have become the main players.
- The importance of the social value of festivals is also noted as well as the appearance of private, personal festivities celebrated with friends.
- Concerning people's reasons for attending festivals, the tendency is in keeping with other types of leisure linked to entertainment in which emotions and enjoyment are the key factors.
- A tendency to reduce leisure time devoted to celebrations can be observed, providing individuals with less valuable experiences. This can be attributed to different factors such as: the increasingly professional nature of the leisure sector, less free time, less attention paid to preparing festivals, etc.
- People want to experience extraordinary life experiences by interacting with others. Events that foster personal relationships and prompt interaction are now considered to be the most valuable to people at present. We cannot ignore that participation in the festival panorama is changing due to the possibilities now open to us through social networks.

These changes lead us to affirm that there is a change in how we perceive festive leisure, which is contributing to changes in leisure in today's society, the subject of this article. However, special mention should be made of the demands identified amongst persons with disabilities concerning leisure and access to festive events, all of which centre on two main aspects: participation and equal opportunities. As regards participation, it is essential: to give persons with disabilities leisure opportunities, develop services for individual assistance, coordinate intermediation between associations and communities, promote

their participation in community leisure activities, guarantee equal conditions for participation, adjust access to leisure and develop projects that meet each person's needs.

In order to ensure equal leisure opportunities, it is necessary to: design an environment valid for all, which implies responding to physical, communicative and/or social needs, demand accessibility and full access to activities in every scope of leisure, collaboration between sectors, give the leisure sector a more professional focus concerning disability, and develop information systems on accessibility of leisure facilities, services and programmes.

In conclusion, leisure is a field which can contribute to every citizen's human development. There are still structural features that obstruct full access of people with disabilities to all the community leisure options, including festivals. Design, development and assessment of inclusive leisure projects guarantee their right to leisure and enable people with disabilities to have leisure experiences in their own communities.

It is possible to include people with disabilities in community activities. We must stress the obligation that institutions/agents have when creating the conditions needed for everyone to take part. The main challenges which must be met are: design for all, understanding diverse citizenship and inclusive management.

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# **A humanistic approach to understanding visitor experiences: A tool for experiential place marketing**

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## **Introduction**

During the last decade of the twentieth century, Pine and Gilmore's (1999) publication on 'the experience economy' and articles such as 'the service experience in tourism' (Otto and Ritchie, 1996) provided evidence concerning the importance of experiences in tourism. As a result, the tourism sector in general and particularly experiential destinations became aware of the critical role of experiences recognized as an economic value. Therefore, the challenge of the tourism market is to facilitate leisure-tourism personal experiences rather than merely providing recreation and opportunities for fun. Within this frame, the defiance for marketing places strategies into the visitor's economy is to be able to identify to what extent experiential places offer personal experiences in which the person is the main actor or if it is falling into the experience's commodification trap. Furthermore, for a demand point of view, understanding experiences as a "*continuous interactive process of doing and undergoing, of action and reflection, from cause to consequence, that provides meaning to the individual in several contexts of his life*" (Boswijk, Thijssen and Peelen, 2005:2). The challenge is to get an effective and efficient diagnosis of "what and how" a visitor experience is needed for a successful event and experience tourism marketing strategy design.

The paper is rooted in a global approach to visitors as human beings who behave, think, feel and sense as the "Experience-Based Tourist's Profiles Model" (Goytia, 2008) illustrates. According to this model, visitor experience involves a five dimensional approach (1. motivational; 2. behavioural, 3. cognitive -interests, preferences and opinions-; emotional and cultural -values-). The paper, grounded on a humanistic approach to tourism, goes beyond a given set of push factors (motivations, interests, etc.) and includes two more dimensions: the technological and the environmental one. It presents Deusto Tourism Research Team Model for e-tourist analysis. A model focused on e-tourists as main actors who are connected to a given tourism environment or experiential place by its pull factors (tourism attractions, prizes, connectivity, accessibility, and the like).

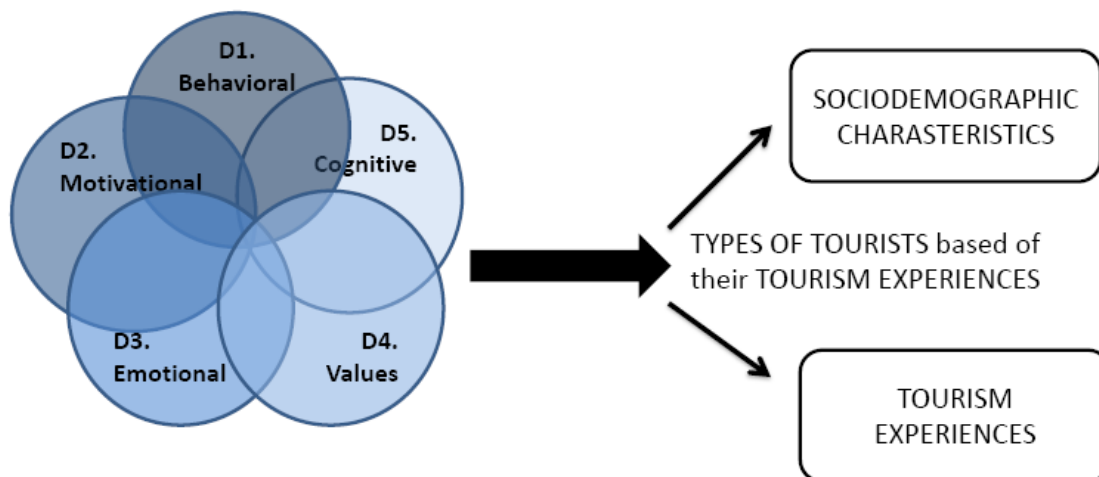
The model aims to be a tool for personalization and experiential places recommendation. That is why it goes beyond a theoretical framework about e-tourist's experience and provides empirical tools for researching and comprehending visitors experience as a means for experiential place marketing.

## Visitors understanding from a humanistic point of view

In order to fully understand the Deusto Tourism Research Team (TRT) Model for e-tourist analysis, it is crucial to consider its definition on the basis of a humanistic paradigm, where the person is located at the core center of the tourism system. The Deusto Tourism Research Team considers tourism as a humanistic leisure field and as an integral human experience (both personal and social). That is to say, humanistic understanding of tourism favors personal and social development, at the same time that it favors the development of the fields of innovation and freedom (Cuenca, Aguilar and Ortega, 2010). Agreeing with Richards (2000) and Richards and Raymond (2000) 'creative tourism' concept, we share their point about creative consumers who are increasingly looking for more engaging, interactive experiences which can help them in their personal development and identity creation, by increasing their creative capital. The creative tourist, therefore, is looking for channels to live immersive experiences.

Our first empirical approach to visitors understanding from a humanistic point of view can be found back into 2008 by the definition of the Experience-Based Tourist's Profiles Model (Goytia, 2008) that aimed to identify different types of tourists on the basis of their tourism experiences. The Model is based on a humanistic paradigm that conceptualizes tourists as human beings that not only behave but also think and feel. In addition, the Model argues that tourists are influenced by psychological and cultural push factors such as motivations and values respectively. As illustrated in figure 1, tourism experience there are five dimensions.

**Figure 1:** Experience-Based Tourist's Profile Model (Goytia, 2008)



The five dimensions are defined by Goytia (2008) as follows:

### *Motivational dimension*

Different tourism experiences can be motivated by a large set of performances that are dear, satisfactory and with a meaning in itself.

### *Cognitive dimension*

At a cognitive or rational level tourists have different preferences, interests and opinions that influence travel choices and draw up different ways of experiencing places.

### *Emotional dimension*

When travelling, tourists can report a wide range of states for defining the feeling of “being on vacation”. Those emotions or feelings are private and subjectively defined as expressions of what tourists would like to feel or experience.

### *Cultural dimension*

Cultural dimension refers to a broad range of values that could guide tourist’s lives and travel experiences. Values are about the importance that tourists attach to objectives regardless of their travel.

### *Behavioral dimension.*

Motivations, preferences, interests and opinions, together with desired emotions and values give place to a wide set of activities and behaviors that tourists enjoy when traveling and experiencing the tourism destination.

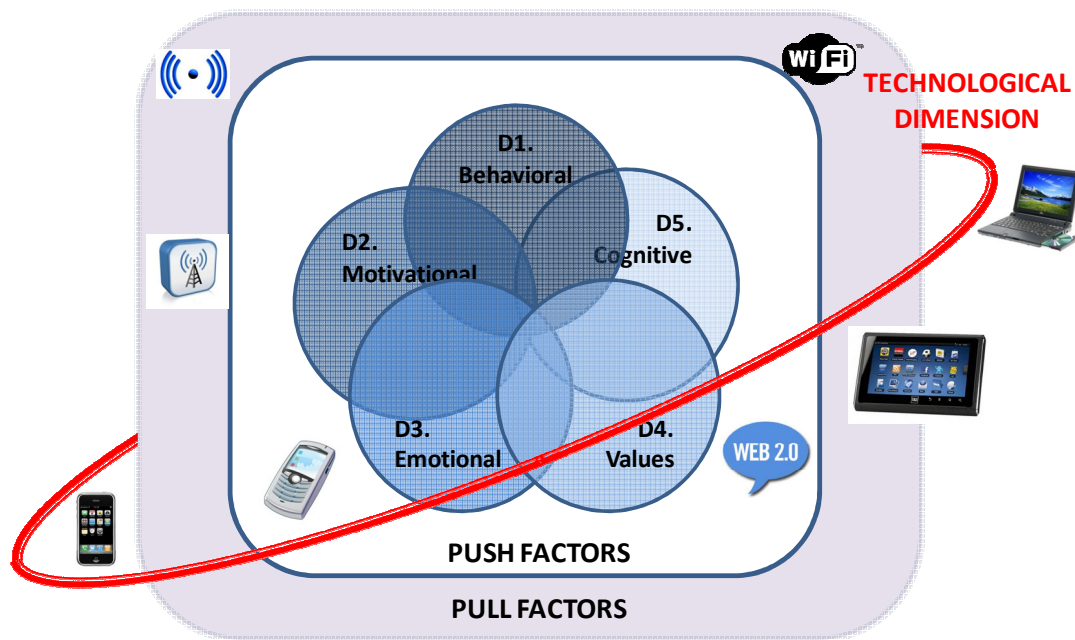
## **The Deusto Tourism Research Team Model for e-tourists analysis**

The Deusto Tourism Research Team (Deusto TRT) Model for e-tourists analysis is created on the basis of Goytia’s (2008) Experience-Based Tourist’s Profile Model. It also refers to other author’s Decalogue and adds Ignatian leadership values, based on the person as valued and on the understanding of experiences as humanistic ones as providers of human development. As a result, the Deusto TRT Model for understanding e-tourists considers tourists enjoying a subjectively defined experience but, at the same time, considers tourists as members of the tourism system. Because of the dynamic nature of the tourism system, continuously influenced by its environments, tourists are also influenced by other factors. Among those factors the Model stresses the role of the technological environment and the role of experiential places’ context pull factors.

### *Technological dimension*

All economic sectors, and tourism is not an exception, are influenced by information and communication technologies (ICTs). As a result of the application of ICTs to the tourism industry Buhalis (2011) suggests that e-tourism reflects the digitization of all processes and value chains in the tourism, travel, hospitality and catering industries. Internet is the clearest example of technology integration into tourism. Being the paradigm of the democratization of new technologies, the Internet stirs up the tourist experience in any of its stages. At the same time hardware, software and networking developments spread, aiming at improving tourism value chain flows and searching for a more effective information management, both for organizations and users (Abad-Galzacorta, 2010). In addition, new systems development, especially mobile systems (smartphone, tablet, etc.), wireless communication (LAN or GPRS) or location systems (GPS) are generating knowledge areas with a huge potential into tourist areas. As a result, technology becomes an inherent part of the tourist experience. E-tourists appear giving place to what is being called SoLoMo tourists. SOcial for its role in maintaining always-on connections with friends, events and activities, LOcal for its ability to gain relevance from location and real time activity and MObile for its ubiquitous, available and anywhere presence.

**Figure 2:** The Deusto TRT Model for e-tourist analysis



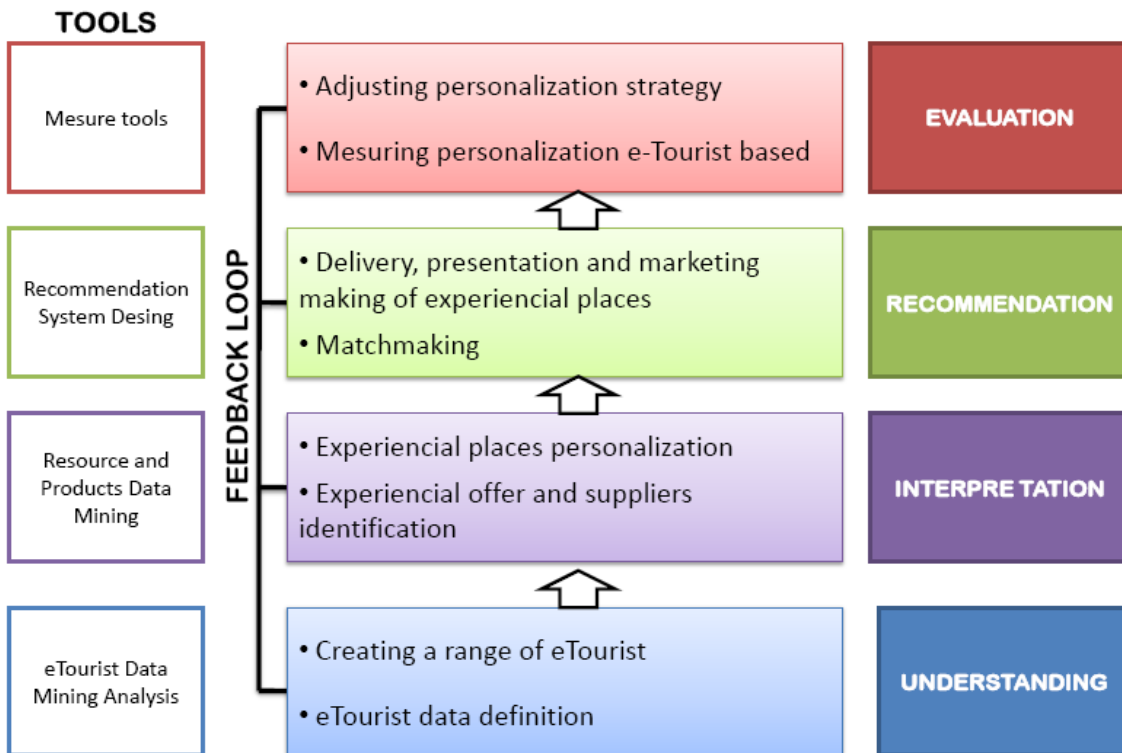
***E-tourists experiential context***

In order to analyze tourist behavior, different scenarios in which tourism experiences take place need to be taken into consideration. The Deusto TRT model for e-tourists analysis, does not ignore the fact that tourist technology users are exposed to the influence of tourism system environments or contexts. Understanding the context as those pull factors that influence the tourist experience, experiential places features and their pull capacity are considered when defining the model. We are talking about tourism attractions, destination attributes, advertising, persuasion mechanisms, and the like.

**Empirical Tool as to Research and Comprehend E-tourist’s Experience**

According to Deusto TRT, the tourist is understood as the point of reference for marketing and delivering any experiential place. As a result, listening to tourists is a prerequisite to interpret and understand their desired experience. We are talking about having a 2.0 attitude consisting in interacting with tourists and therefore aiming to take advantage of the opportunity that internet offers. That is why a proposal of tools to research and comprehend e-tourists’ experiences is proposed.

**Figure 3:** Tool for researching and comprehending e-tourists' experience. Deusto TRT. Adapted from Adomavicius



As illustrated in figure 3, four stages are proposed for a sustainable delivery, presentation and marketing making of experiential places. These are: (1) understanding; (2) interpretation; (3) recommendation; and (4) evaluation. Each of the stages owns its tools. In the following paragraphs we are focusing on the very first one: e-tourist Data Mining Analysis, which is composed of two different steps.

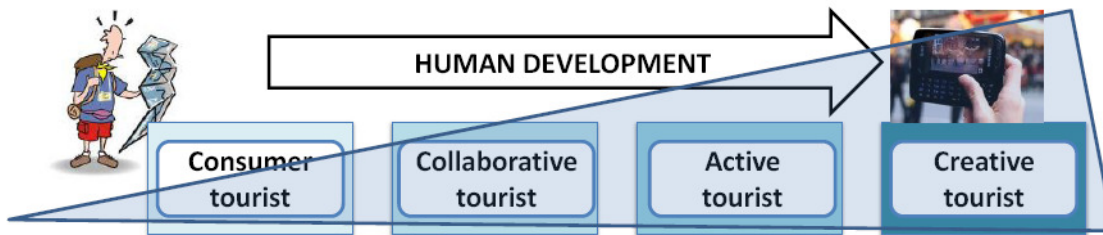
### ***E-Tourists Data Definition***

The first step refers to definition of a set of indicators for measuring all the DTRT Model issues by a non-intrusive methodology and within an e-context, where the visitor is a tech-user on the move. Identification and collection of data, now in progress, will allow a confirmatory analysis of tourist ranges explained below.

### ***Creating a range of e-Tourists***

The second step refers to the identification of a range of e-tourists to whom a personalized experiential place is recommended. As illustrated in figure 4 tourist's ranges go from consumer-tourists to creative tourists.

**Figure 4:** Ranges of tourists. Deusto TRT, 2012



Consumer tourists like to consume emotional outputs of a production process or “first generation experiences” in which, using facilities and services, a final experience-product (a thematic visit around the city; a light and sound heritage spectacle, etc.) is created for them.

Collaborative tourists are personally-shaped tourism experiencers. They understand tourist experiences as a state of mind with a meaningful character (Cuenca, 2004).

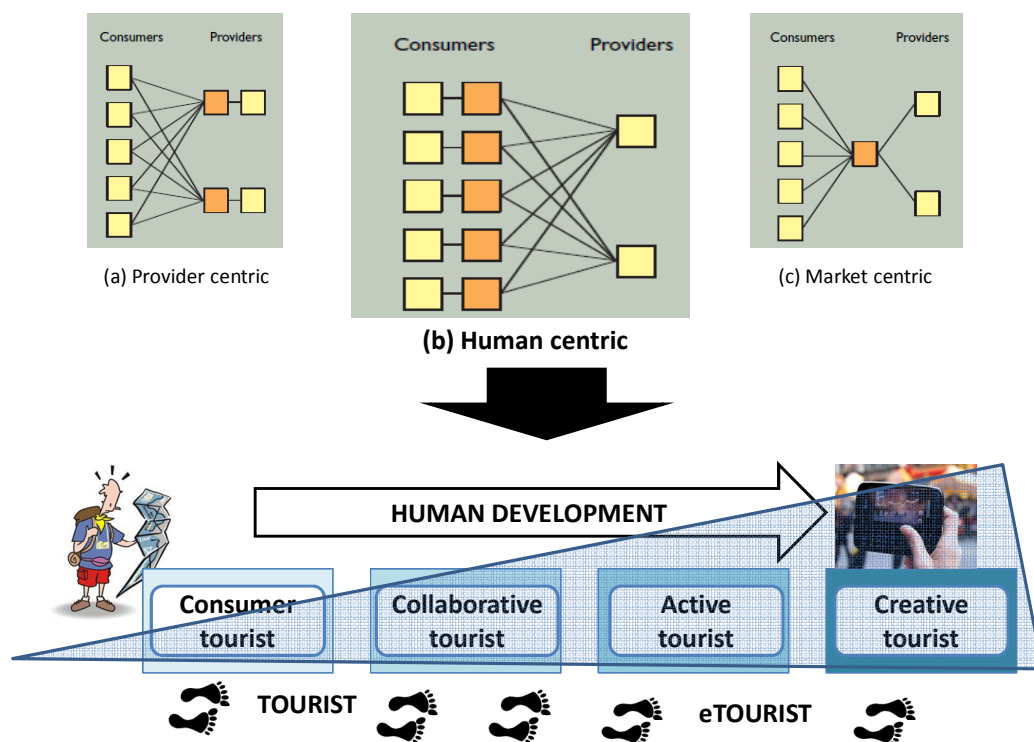
Active tourists aim something deeper than the experiential tourism offer based on a “Disneyfication” of an experiential place because of the serial reproduction of the tourism supply. They differ from consumer tourists who look for a strong sensorial component product based on senses and emotions so as to provoke pleasure and excitement (Gentile et al. 2007).

Finally, creative tourists understand that the tourism experience goes further than travelling, acting and feeling. They require crediting personal meaning to actions.

Identification of different tourist ranges will allow a personalization process and recommendation system design for experiential places marketing making. As illustrated in figure 5, we advocate a human-centric personalization approach for experiential places delivery, presentation and marketing.

In order to respond to range of different tourists, experiential places have to think as designers. Our approach to experiential places marketing making is conceived as an attribution of personal (tourists range adapted) meaning to those places. The challenge is to create, within an ubiquitous or pervasive and emotional computing framework, a notable and unique value because when users add value, they are affected personally, they integrate it into their daily lives and it drives them to act and make decisions.

**Figure 5:** Deusto TRT Human centric personalization approach for experiential places delivery, presentation and marketing



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# **The Legacy of a Mega Event**

## **Ex-post territorial monitoring of the “Torino 2006” Olympic Games**

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### **Introduction**

The research carried out by SiTI (Higher Institute on Territorial Systems for Innovation) aimed to evaluate the impacts of the Olympic Games on the territory. SiTI's monitoring, which started in 2004, was conducted through an in itinere phase concluded in February 2005, and an ex-post phase completed in June 2007. The monitoring represented an evolution of the Strategic Environmental Assessment (SEA) of the Olympic Programme, developed over the years 2000-2001. The research, which continued for a total period of four years (seven, if we include the SEA), was an important occasion for testing the monitoring of a complex programme in the ex-ante, in itinere and ex-post stages.

The study was characterized by several specificities, such as a systematic increase in attention to all the areas that could be influenced – in various ways – by the actions of the Olympic Games, the analysis of the territorial implications of the Programme's actions and special care given to the residual (post-event) effects of the “Olympic legacy”.

In particular, the basic point of the analysis was the theme of Olympic legacy, intended as start-up of territorial development processes. In this respect, the long-term duration of the performed monitoring allowed deep analysis of the relationship between city/territory and Mega Events and, consequently, to put in evidence the pre-conditions for the creation of a legacy, or better still, of legacy processes able to last over time.

From a more general perspective, the contribution that the research attempted to supply was directly connected to the issue of Mega Events. It chiefly aimed at identifying the positive aspects to emphasise and the critical factors to avoid in order to properly deal with the Mega Events that a territory hosts.

### **Key-themes, actions and indicators for the monitoring**

Further to the methodology identified in the in itinere phase, the monitoring turned to the assessment of the Olympic legacy through the analysis of specific actions and their inter-relationships, declined according to five key-themes or factors essential to understand how the territory had been changing. The key-themes (table 1) were related to the infrastructures able to influence the possibility of opening and strengthening the territorial system, to the new services for improving the quality of life of the local population, to economic and productive development, to the new types of tourism and to the valorisation of natural, landscape and cultural heritage.

For each key-theme, the study identified several elements that could be considered as very significant for the evaluation of the repercussions of the Olympic Games on the territory. These elements could be expressed by real actions, that were the final object of the monitoring.

**Table 1:** The five key-themes for the evaluation of the Olympic legacy

Key-themes	Meaning
<i>A territory open to external systems</i>	It represents the possibility of strengthening the integration of local systems in competitive and cooperative networks, paying particular attention to the material and immaterial communication infrastructures.
<i>A liveable environment</i>	It represents the possibility of improving the quality of life of local communities in a durable way, taking into account the availability of services, the basic urban infrastructures, the economic and social fabric and the real-estate market.
<i>The enterprises and development</i>	It represents the possibility of innovating the economic and productive system and reinforcing local enterprises in terms of participation to the processes provided by the Olympic Programme, taking into account the possibility of starting new development processes.
<i>A new type of tourism</i>	It represents the possibility of contributing to the endogenous development of new types of sustainable tourism, based on an increase in the hospitality culture, a balanced and careful use of resources, the self-management of local systems, the diversification of tourism models and the territorial diffusion of economic and social benefits.
<i>The landscape resource</i>	It represents the possibility of improving the natural and cultural heritage considering it as a foundation and not as a limit to development, entrusting the landscape with the role of reinforcing, qualifying and innovating the identity and image of the city, the region and the valleys.

The actions were analysed through data collection and processing according to a system of indicators and indexes provided for the specific case. With reference to the direction presented by the key-theme, every action was evaluated using a five-point scale, where -2 indicated a very bad trend, -1 bad, 0 neutral, +1 good and +2 very good (table 2).

It is worth stressing that the research identified two different territorial systems: Turin and the Mountains. This option was linked to the very large variation existing between the two areas, which present different logics and dynamics.

### **Inter-relationships matrixes and pivot actions**

After the analysis of the 22 actions, an investigation of their inter-relationship seemed to be advisable to bring out all reciprocal connections. Thus, an evaluation of the interconnections system was performed by means of *inter-relationships matrixes*, in accordance with the two territorial systems of the analysis: Turin and the Mountains. Tables 3 and 4 show the inter-relationships matrixes respectively for the former and the latter.

The compilation of the matrixes led to the identification of the most interconnected actions (by summing the score of each action of the matrix according to the rows and columns). These actions, called *pivot actions*, can be considered in the middle of the inter-relationships network (*inter-relationships graph*). Figures 1 and 2 illustrate the inter-relationships graphs for the pivot actions identified for Turin and the Mountains. The graphs indicate the different kinds of relationships (positive, negative, strong and weak) and summarize the relative reactions of the territorial system.

The analysis of the inter-relationships confirmed the fact that Turin and the Mountains acted as two very different systems.

With reference to Turin, the most interconnected actions turned out to be: new supply in cultural and sport facilities; new property and real estate market trend; strengthening in tourism competitiveness and improvement in territorial image. Furthermore, the examination of the graphs showed a small number of inter-relationships: Turin is a dense and thick system where the impacts of a single initiative are dissolved.

As far as the Mountains are concerned, the actions with the largest number of inter-connections were: new infrastructures, technology and new know-how; strengthening in tourism competitiveness and improvement in territorial image. Observing the very high number of inter-relationships in this system, a structure was recognizable where the chains were narrower: this means that one action in one specific point was – and is – able to influence, positively or negatively, many other factors of the system.

In any case, it can be asserted that for both the considered territorial systems the effects related to tourism and local promotion were very strong and pervasive.

### **Scenarios of change**

More than one year after the celebration of the “Torino 2006” Olympic Winter Games, the local Authorities, the operators and the population of Turin and of the Piedmont region have not stopped asking themselves what remains at the end of the Mega Event, what the Olympic Games have left as a legacy, either positive or negative.

This research aimed to give some answers, or rather some arguments, able to support the discussion on what happened and which degree of fortune the city and the whole region might have experienced. To pursue this objective, stock had to be taken of the situation, and conclusions drawn. The analysis of the several actions examined during the monitoring and their complex inter-relationships moved toward this goal.

As previously observed, the systemic effect of the Olympic actions showed, on the one hand, a few analogies between the urban area and the Mountains – for example, in the role of pivot action played by the building processes and real estate market – and, on the other hand, many interesting differences -such as the diverse nature of the interconnections system (small but very incisive for Turin, weak but very spread for the Mountains).

The afore-said reflections highlight the importance of “scenarios of change” to understand where the Olympic legacy can lead. The very last part of the research intended to demonstrate how the various elements of the Olympic legacy (material and immaterial) could be more or less valorised in such different scenarios of territorial development.

Therefore, it seemed fundamental to ponder over the relationship between the five key-themes and the alternative scenarios that they included and represented. In detail, the possible alternatives were:

a *tendential scenario*, representing the choices and behaviours which come from the past of a Fordistic city and the Mountains, dominated by consolidated models and images; an *innovative scenario*, characterized by noteworthy choices and behaviours directed towards the future, towards the reintroduction of the Mountains, the landscape and the natural context, towards the search for new development models and images for the city and the territory, able to act at an international level.

The innovative scenario, that so far has still been very weak and uncertain, includes strategies devoted to the valorisation of the Olympic legacy, looking at the elements considered in this research in positive terms. Hereupon, the main focus should be put on:

*innovation and local development* (central key-theme: “enterprises and development”);  
*tourism, sport and leisure* (central key-theme: “new tourism”).

To maximize the lesson learnt from the Olympic Games, the implementation of a strategic framework capable of playing a key role in a really innovative scenario appears to be indispensable (although it might be already late). This target can be reached by collecting all the cooperative efforts, new alliances and possibilities which the Olympic experience has brought forward. An effective post-Olympic strategy should not be based on the frantic chase of future Mega Events or a mere management of the physical legacy, but on a new territorial governance, oriented toward new ideas and a new image for Turin and its Mountains.

**Table 2: Key-themes, elements, actions and indicators for the territorial monitoring of “Torino 2006” Olympic Games.**

KEY-THEMES	CONSIDERED ELEMENTS	ACTIONS	INDICATORS		MEASURE	
			TURIN	MOUNTAINS		
A territory open to external systems	Cultural networks	1 Cultural initiatives at international level	Cultural initiatives in the Olympic area	Cultural initiatives in the Olympic area	No.	
	Road infrastructures	2 New infrastructures	Cultural Olympiads	Cultural Olympiads	No. spectators, No. events	
	Information networks	3 System efficiency	Cost for Caselle Airport	Cost for Caselle Airport	€., %	
		4 New data communication infrastructures	New systems for monitoring the traffic	New systems for monitoring the traffic	No.	
	Cultural and sport services	5 New supply in cultural and sport facilities	New areas for culture, sport and exhibition	New areas for culture, sport and exhibition	%	
A liveable environment	Social infrastructures	6 Water and energy systems	New Mega Events attracted for the future	New Mega Events attracted for the future	sqm	
			Equivalent inhabitants served by the new sewage systems	Equivalent inhabitants served by the new sewage systems	No.	
	Health structures	7 Health structures	Cost for the construction of the new sewage systems	Cost for the construction of the new sewage systems	€	
			Length of the pipes for the new sewage systems	Length of the pipes for the new sewage systems	m	
			Extraordinary expenses for public illumination	Extraordinary expenses for public illumination	€/year	
	House system	8 New property and real estate market trend	Cost for the improvement in health structures	Cost for the improvement in health structures	€	
			Permanent staff employed in the new health structures	Permanent staff employed in the new health structures	No.	
The enterprises and development	Productive system	9 Technology and new know-how	No. of beds for university residences created through the re-use of the Olympic villages	No. of beds for university residences created through the re-use of the Olympic villages	No.	
			No. of apartments for public housing and private residences created through the re-use of the Olympic villages	No. of apartments for public housing and private residences created through the re-use of the Olympic villages	No.	
	Investments	10 Real estate operators attraction	Real estate market prices trend in the different areas of the Province of Turin	Real estate market prices trend in the different areas of the Province of Turin	%	
			Variation rate in the stock of local enterprises	Variation rate in the stock of local enterprises	%	
			Patent index	Patent index	No./inhabitant	
Local economic system	11 Foreign investments attraction	Private investments (Regional Law No.18/99)	Private investments (Regional Law No.18/99)	€/year		
		Economic Internationalization Index	Economic Internationalization Index	No.		
A new type of tourism	Culture of the hospitality and quality of structures	12 Participation and strengthening of local enterprises	Origin distribution of the operators	Origin distribution of the operators	No.	
			Turnover trend of the local construction enterprises	Turnover trend of the local construction enterprises	€/year	
	Infrastructures and services for tourism	13 Tourism operators training	No. of participants to training courses	No. of participants to training courses	No.	
			Quality certification marks	No. of certified structures / No. of total structures	%	
			Projects for the diversification of tourism demand and supply	Tourist arrivals and presences according to the provenance	No.	
	Efficiency of tourism system	14 Density index: No. of presences / Total population	Density index: No. of presences / Total population	Density index: No. of presences / Total population	No.	
			Density index: No. of presences / 365	Density index: No. of presences / 365	No.	
	Natural and cultural resources	15 Strengthening of tourism competitiveness	16 Minimization of tourism impacts	Gini Index	Gini Index	No.
				Competitiveness index of ski resorts in Piedmont Region	Competitiveness index of ski resorts in Piedmont Region	No.
		Urban upgrading	17 Environmental upgrading	Ecological deficit = (biocapacity - tourism ecological footprint)	Ecological deficit = (biocapacity - tourism ecological footprint)	Gha/year
Index fragmentation				Index fragmentation	No.	
Soil consumption				Soil consumption	sqm	
Environment and landscape		18 Reduction in resources consumption	19 Valorization of natural and cultural resources	Water quality (SECA, BOD)	Water quality (SECA, BOD)	ton CO <sub>2</sub> eq
				Renewable energy / Total energy used	Renewable energy / Total energy used	No., mg/l
The landscape resource	20 Urban upgrading	21 Environmental upgrading	Eco-compatibility of buildings	Eco-compatibility of buildings	%	
			No. of information points	No. of information points	No. (score)	
	Environment and landscape	22 Improvement in territorial image	No. of visitors in cultural sites	No. of visitors in cultural sites	No.	
			Projects for cultural and landscape heritage	Projects for cultural and landscape heritage	€/year	
			Requalification area in the projects funded by Law No. 285/00 per Municipality	Requalification area in the projects funded by Law No. 285/00 per Municipality	sqm	
20 Urban upgrading	21 Environmental upgrading	Per capita investment per Municipality	Per capita investment per Municipality	€/inhabitant		
		Medium cost/sqm per Municipality	Medium cost/sqm per Municipality	€/sqm		
20 Urban upgrading	21 Environmental upgrading	Building re-use	Building re-use	%		
		Projects for public parks and gardens	Projects for public parks and gardens	€/year		
20 Urban upgrading	21 Environmental upgrading	No. of tourist guides	No. of tourist guides	€		
		Investment in upgrading projects	Investment in upgrading projects	No.		

**Table 3:** Inter-relationship matrix for the analysis of the connections between the monitoring actions (Torino).

LANDSCAPE RESOURCE	NEW TOURISM						ENTERPRISES AND DEVELOPMENT				LIVEABLE ENVIRONMENT			TERRITORY OPEN									
	18	19	20	21	22	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	
	ValORIZATION of natural and cultural resources	Urban upgrading	Environmental upgrading	Improvement in territorial image		Minimization of tourism impacts	Strengthening in tourism competitiveness	Projects for the diversification of tourism demand and supply	Quality certification marks	Tourism operators training	Participation and strengthening of local enterprises	Foreing investments attraction	Real estate operators attraction	Technology and new know-how	New property and real estate market trend	Health structures	Water and energy systems	New supply in cultural and sport facilities	New data communication infrastructures	System efficiency	New infrastructures	Cultural initiatives at the international level	






**TYPE OF INTERRELATIONS**

- 2: very negative
- 1: negative
- 0: neutral
- 1: positive
- 2: very positive

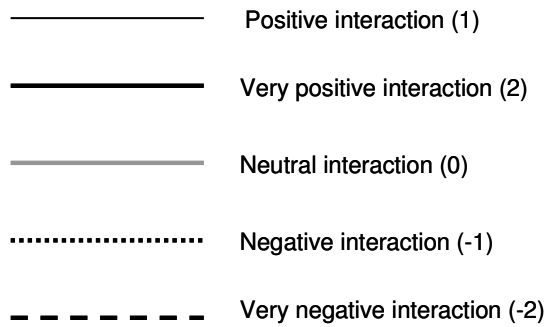
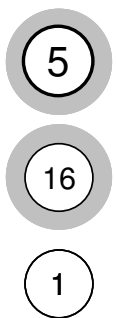
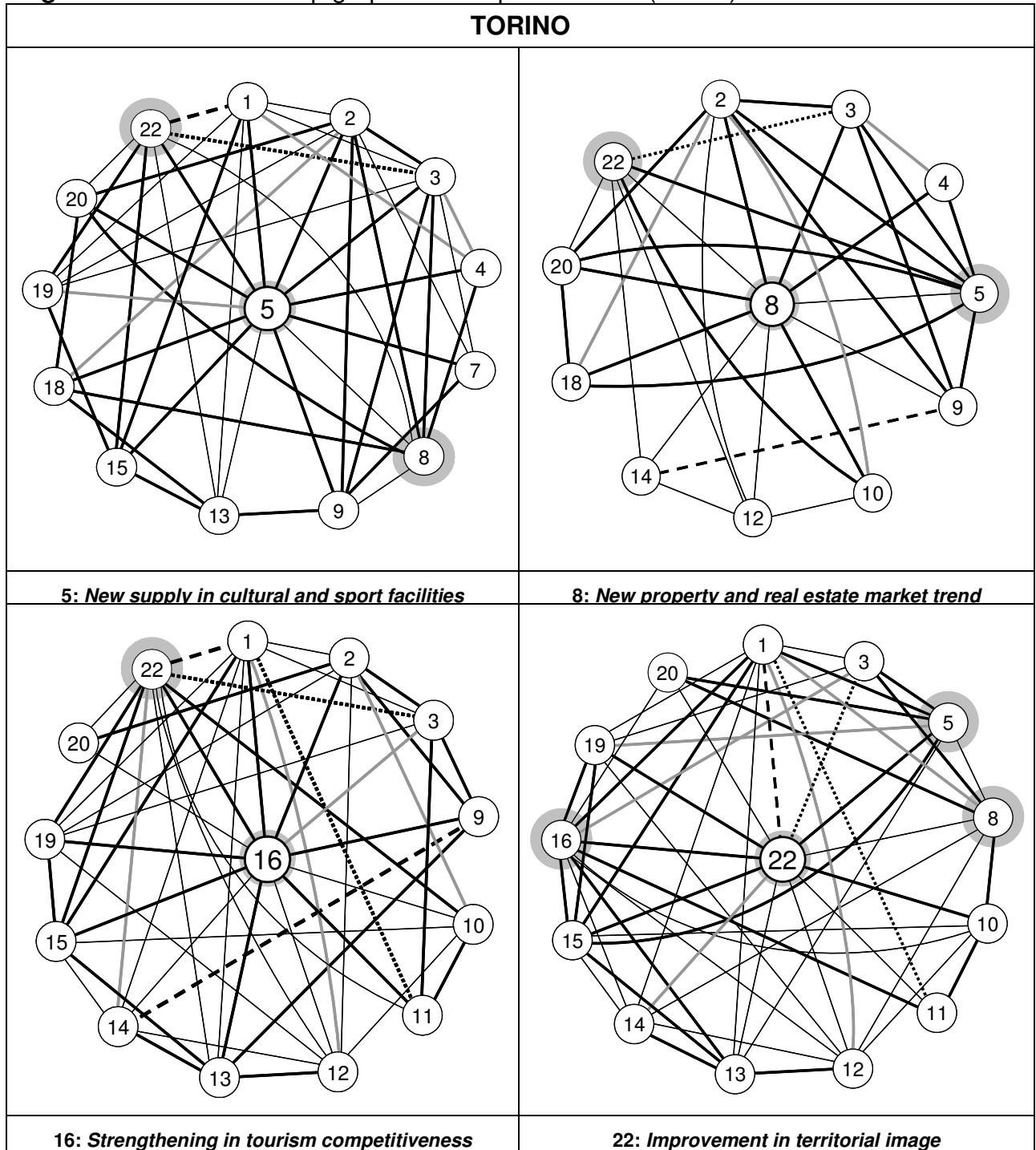
**Table 4:** Inter-relationship matrix for the analysis of the connections between the monitoring actions (Mountains)

LANDSCAPE RESOURCE		NEW TOURISM				ENTERPRISES AND DEVELOPMENT			LIVEABLE ENVIRONMENT			TERRITORY OPEN														
22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1					
Improvement in territorial image																						Cultural initiatives at the international level				
																							Cultural initiatives at the international level			
																								New infrastructures		
																									New infrastructures	
																									System efficiency	
																										System efficiency
																										New data communication infrastructures
																										New data communication infrastructures
																										New supply in cultural and sport facilities
																										New supply in cultural and sport facilities
																										Water and energy systems
																										Water and energy systems
																										Health structures
																										Health structures
																										New property and real estate market trend
																										New property and real estate market trend
																										Technology and new know-how
																										Technology and new know-how
																										Real estate operators attraction
																										Real estate operators attraction
																										Foreing investments attraction
																										Foreing investments attraction
																										Participation and strengthening of local enterprises
																										Participation and strengthening of local enterprises
																										Tourism operators training
																										Tourism operators training
																										Quality certification marks
																										Quality certification marks
																										Projects for the diversification of tourism demand and supply
																										Projects for the diversification of tourism demand and supply
																										Strengthening in tourism competitiveness
																										Strengthening in tourism competitiveness
																										Minimization of tourism impacts
																										Minimization of tourism impacts
																										Reduction in resources consumption
																										Reduction in resources consumption
																										Valorization of natural and cultural resources
																										Valorization of natural and cultural resources
																										Urban requalification
																										Urban requalification
																										Environmental requalification
																										Environmental requalification
																										Improvement in territorial image
																										Improvement in territorial image

**TYPE OF INTERRELATIONS**

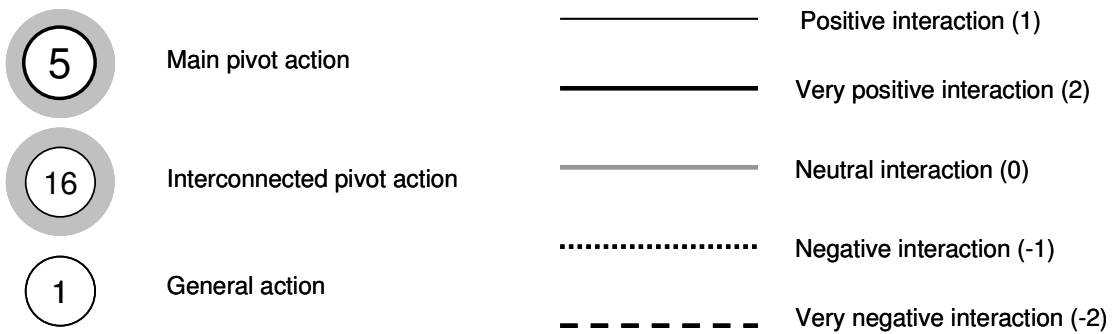
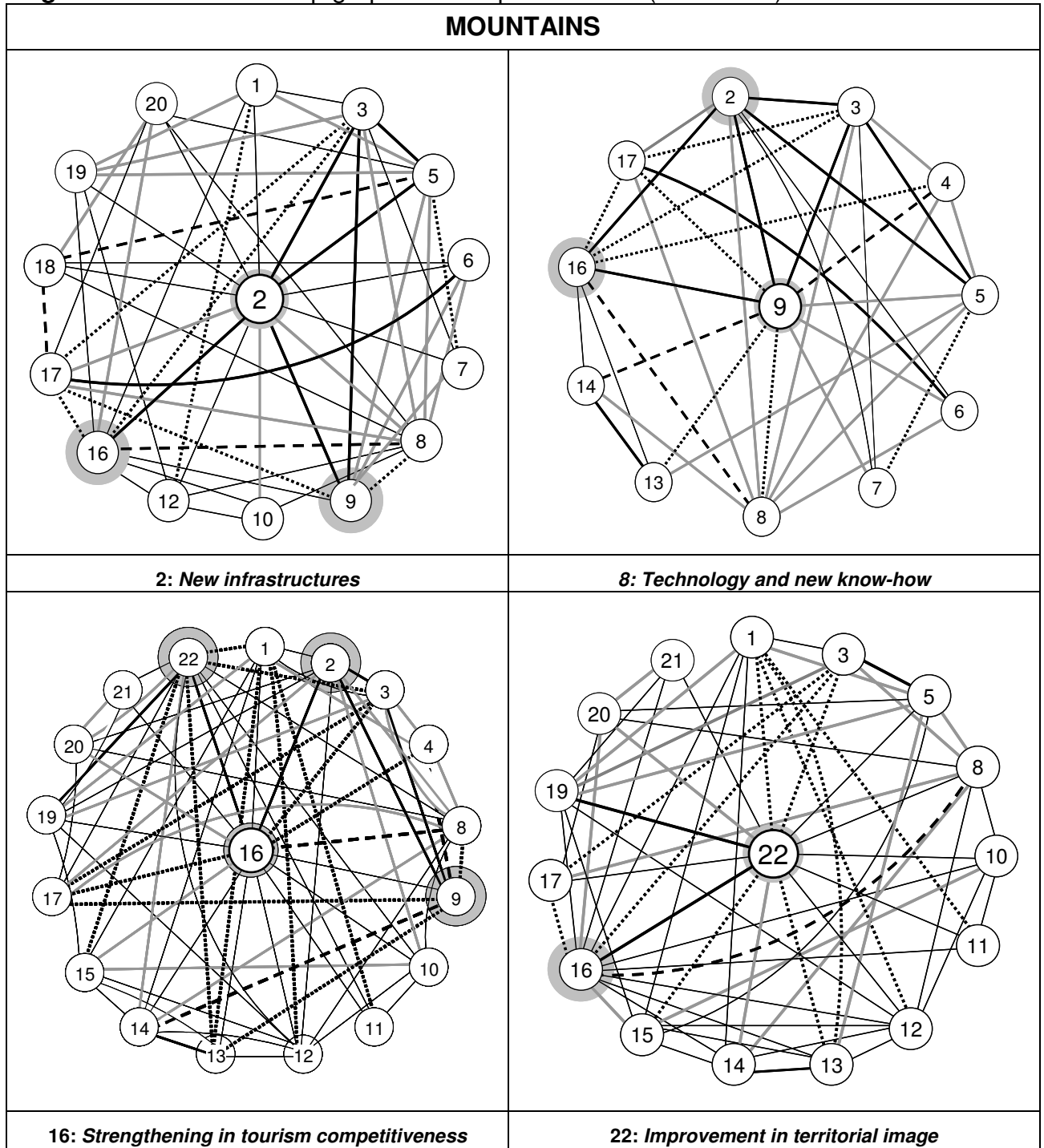
-  -2: very negative
-  -1: negative
-  0: neutral
-  1: positive
-  2: very positive

**Figure 1: Inter-relationship graphs for the pivot actions (Torino).**





**Figure 2: Inter-relationship graphs for the pivot actions (Mountains).**





# Branding Brazilian slums through "freeware" cultural production: the case of Rio de Janeiro

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The recent turn in Latin American politics coincides with a watershed period in which the largest Latin American countries, mostly untouched by the global financial crisis, are growing at "tiger" pace. In this favourable context, cities are bound to regain a new type of centrality, in different forms from the postcolonial époque and in a different relation with the rest of the world than in the past, similarly to what happened in many other European and North American cities in the last decades. This change, of which evident signs are already tangible, has potentially profound social implications and is stirring the debate around claims for a more just urban society. Social movements with the most intense relations with local and national politics are pre-eminently urban, and are very active in claiming their "right to the city"; the most evident aspects of transition to a post-fordist economy take place in cities; and cities concentrate the creative workforce that sustains such economic change.

Tourism development is hardly alien to those transformations, and may even have a positive role in accompanying the process of transition and regeneration of Latin American cities: either for making them open, appreciated and loved to the world, and so triggering new "bilateral" global connections, or because much emphasis is given in official discourses by regional governments and international organisations to tourism development as a "greening", "including", "pacifying" strategy that promises to exert profound effects on the urban reality.

This paper explores a specific angle of this broad issue, which is the way in which sectors of the Latin America urban communities that identify with their degraded living settlements – the slums or *favelas* – are negotiating their legitimacy and inclusion as urban stakeholders through a powerful branding of their creative expressions. They so do by adopting a new discourse by which the products of creativity such as popular art, new media and events, are freely produced and consumed by anybody and distributed globally, thus sidestepping the cultural boundaries erected throughout the modern period by the "white" bourgeoisie and their institutional media, and fully embracing a post-fordist paradigm of acquiring information, re-coding and sharing, but from a grassroots perspective. These insights are based on field research conducted by this author in 2010 in Rio de Janeiro, one of the most emblematic places of this "cultural shift" in development politics.

The City of Rio de Janeiro is home to approx. 6,100,000 inhabitants. As such, it is the second city of Brazil after Sao Paulo, the third in Latin America and among the world's 10 largest. It is the capital of the Rio de Janeiro State, and has been the capital of Brazil from 1822 to 1960.

As a result of the loss of capitivity to Brasilia and a great delay in the development of advanced services to replace traditional functions, in the last decades of the 20<sup>th</sup> century Rio has suffered a notable decline which has marred its allure. The problems

of urban violence contributed significantly, reflecting an objective escalation of criminality occurred in the 1990s and early 2000s, but also an increasing preoccupation of middle classes for their personal security, and possibly the mounting pressure by capital and “power coalitions” to eradicate the problem altogether through the forced removal of *favelas*.

However, in the last decade things started to change: as Brazil is on the verge of joining the club of the world’s economic powerhouses, things for Rio look even rosier. In the favourable context described above, efforts to brand Rio de Janeiro as a global destination and a “growing” city are intensifying. Tourism is a strong economic vocation of Rio, but in spite of its natural and cultural assets, already attracting 2.7 million arrivals into the city, it is the forthcoming sports mega-events of 2014 (the Soccer World Cup, whose final will be played in Rio, and whose headquarters will be hosted there) and 2016 (Olympics) that promise to represent key turning points for the city economy.

These events may provide a catalyst to revamp the current initiatives to valorise the city’s exceptional urban landscape. One way this is being done is the “boosterist” refurbishment of its urban infrastructure, and especially its waterfront, and the transformation of the run-down downtown areas (*Centro*) with new functions oriented to a global audience of mobile consumers, investors and corporate workers. The other (to some extent complementary) strategy is to recuperate, rehabilitate and brand the cultural landscape of Rio, and brand the city as one of the most diverse and archetypal monumental capitals of Latin-America. In this sense, Rio de Janeiro is interested in submitting its candidature to be included in UNESCO’s World Heritage List as a “cultural landscape”.

It is nevertheless today acknowledged that progresses in the construction of a more solid economic outlook cannot go unanchored from the solution of the city’s dire social problems (Urani, 2008), although there is still a strong debate on whether the ongoing “corporatization” of the city should precede and become a lever for the reduction of poverty, or if the latter issue should be given priority over boosterist development on ethical as well as sustainability grounds.

*Favelas* are interspersed throughout the city and they also form a unique element of Rio’s landscape, an exceptional (and highly creative) form of informal urban settlement developed in the interstices of the “legitimate” city, mostly by urbanisation of the seemingly inaccessible peaks that mark Rio’s cityscape. Poorly serviced with basic facilities like water, electricity, and paved roads, they continue to be an eye-catcher on the way of renewing the Rio brand in terms of smart and sustainable growth. *Favelas* have ceased to be considered illegal settlements, as specifically written down in the 1988 Constitution, and most of them by now have become established neighbourhoods with basic city services, though still concentrating dire poverty and social problems.

The distinctive cultural landscape of *favelas* is highly reflexive of the dual discourse by which, on one side, society acknowledges them as a unique social structure and consumption space, but on the other hand still considers it a “world apart”: criminal, unhealthy, a space to be cleared out, its inhabitants transferred in other zones for “their own sake” (Corrêa and Queiroz, 2001). Their proximity with residential middle-class neighbourhoods makes the divisions existing in the Brazilian – and specifically

carioca – society more evident; hence, as suggested by Albergaria, 2010, their reification.

In this context, it is not surprising that the most visible cultural expressions of *favelas* reflect this “oppositional” identity. From this point of view, they constitute a spatially organised form of bio-resistance, by which community organisations and civic movements, and especially the young black groups, develop a new subjectivity (Cocco, 2011).

At the centre of this development, there is unbounded connectivity provided by Internet, which promises to overcome the invisible barrier keeping *favelas* segregated. Internet has created such new relational power that is also changing the way in which the *favela* sees itself and is represented in the mainstream, giving its cultural production a new perspective and mobilising it globally: it does not have to be legitimised anymore by the local institutions and power coalitions, it legitimises itself through its success and global projection.

Another pillar of this turn is the acknowledgment of *hacker culture* as a form of social activism (Coleman and Golub, 2008), affirming the right to acquire, re-code and re-use information from digital sources into new collective identities as a form of subversion against the establishment in the industries of culture and representation (see also Castells, 2003: 122-24). Especially in the field of music, neo-artisanal musical genres, like funk, *tecnobrega* from Pará, the new *electro-forró* of Pernambuco, have emerged as parallel, “low cost” cultural industries, largely based on the illegal acquisition and creative manipulation of musical themes and sources, and not only for the infringement of copyrights, but, more radically, because in most cases electricity and telephone connections in *favelas* are “hacked” from regular lines in the legitimate city (only recently there was a move from the state government to provide most slums with regular wiring, and a plan to provide city centre *favelas* with free wi-fi connection is being implemented).

These musical products (mostly in the shape of digital files) arrive directly to the consumer, and without having to depend on corporate intermediaries. In a matter of minutes, the *funk* produced by youngsters in Rio’s *favelas* goes straight to informal street markets in Maputo, Mozambique, or other cities in Portuguese-speaking countries, where local youngsters can easily relate to the social issues that it voices. Business is not done through the sale of CDs, which are normally downloaded and reproduced freely, but from live shows. These attract ever larger young audiences into *favelas*, while local DJs perform regularly in clubs in Sao Paulo, New York, Amsterdam, or London, bringing back a “legal” source of income into the feeble *favela* economy and developing all sorts of supply chain networks, from fashion to advertisement and video-art. By making virtue out of necessity, this model can be seen a global laboratory of the cultural industries of the future, anticipating global trends in the production, distribution and organisation of musical creations. Locally, the turn in representation perspectives has also important symbolic effects: Vieira (2008) notes that successful *funkeiros* are substituting drug lords as “heroes” in the collective imagery of the *favela*’s youth.

The change in the way communities represent and narrate themselves extends to other genres. In music video-clips, feature movies, theatre productions, the artists of *favelas* and suburbs talk about their everyday life, which does not sum up to only

violence, drugs and death, as the rest of the urban community tends to think, but touches issues of conviviality, diversity, civic rights and gender parity.

*Favelas* may continue to be reified especially by conservative media as “illegal” settlements re-producing violence. Yet they cannot be neglected anymore as places of creative expression, and surreptitiously, the reality that such expressions portray and the claims advanced through it by local activists. This cultural landscape has unlimited resources to generate solutions to exclusion and poverty, especially if the main stewards of such landscape, its communities, are actively involved in the process of negotiation and affirmation of this brand, which could become a “soft” undertone by which Rio projects a global image of historical and at the same time contemporary, but also open, cohesive, and diverse cultural capital of Brazil. If this strategy will prevail over corporate agendas, it could become a model to be exported and adapted in many other Latin American cities.

The development and consolidation of a global cultural brand for Rio as a creative city, though, needs institutional support in terms of urban policy: removing slums by evictions, “normalising” the cultural scene through heavy police surveillance, sanctioning hacker activities, goes in the opposite direction of dissolving these creative impulses, or, worse, leaving them at the mercy of the criminal gangs.

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# The spatial logic of house swapping: Towards a post-tourist geography

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Our paper analyses, at a conceptual level, the transformations of tourism geographies brought about by the rise of home swapping, formulating a number of working hypotheses that we then set out to test empirically. It then returns the results of a statistical analysis of a sample of ads in the [www.homeexchange.com](http://www.homeexchange.com) website, analysing the main trends both in supply and demand of home swaps, as well as the principal patterns of “matching” established within the swapping community, also in terms of distance from the traditional core-periphery model.

This analysis is deepened at a more qualitative level, investigating – through a questionnaire-based survey of a smaller sample of home swappers – the implications of home swapping in cognitive processes of place and level of experience, as well as in terms of “success” in matching supply and demand. Finally, our conclusions elaborate on the concept of home swapping as a potential catalyst of a new platform for mobility distinctively different from commercial travel.

House swapping or home exchanging could be conceived as a hospitality model that is alternative to stays in “commercial” establishments, but in a wider sense it stands out as a novel – and growing – tourism concept within alternative tourism. Home exchanging is a relatively new, and steadily growing, phenomenon in tourism. Whereas it was not unheard of that friends, relatives, or even members of special interest groups and associations would swap properties during their vacations, the increase in use of the Internet has facilitated the formation of large swappers’ communities that can advertise their property and ask for desired destinations and housing characteristics.

Only the major home swapping website ([www.homeexchange.com](http://www.homeexchange.com)) advertises more than 40,000 homes all over the world and in every type of place or destination, with some 30-40 new entries every week. Similar websites target special segments or profiles of swappers (“couch-surfers”, “sabbatical exchangers”, etc.), or offer hospitality for fee to members of the same community. Homeexchange.com is not the only swap community for travellers. Homelink International and Intervac are the largest websites that we found on the web offering similar services to Homeexchange.com. In addition, other websites target more specialised communities or narrow down the type of swaps looked for. For instance, SabbaticalHomes.com targets members of the academic community for long stays abroad, while couchsurfing.org has a distinctively “young” membership offering hospitality in a wider sense, from staying at other people’s places (and not necessarily swapping) to hanging out with the locals.

In this paper we focus on homeexchange.com for being the most complete in terms of specifications, and for being structured in a way that facilitates data collection.

Through this system, people exchange sleeping space (and sometimes cars and access to local services, for instance parking places and sports facilities), with a substantial saving in tourism expenditure, which may be flowing to different elements of the local value chain. Yet, more importantly, swaps offer a “cultural gateway” for the discovery of places whose spatial and economic logic is substantially distanced from that of the industry, and that incorporates the appeal of quotidian life environments for more genuine, multidimensional, and less mediated (by the industry) ways to experience places.

We will see in the next section which kind of swaps are effectively undertaken, but it is obvious that whoever has the most attractive properties in the most desirable and upscale places, gets a lot of requests that he/she can select. Eventually the law of supply and demand produce a sort of “evening out” of property levels by which swaps are approximately in the same quality range, though properties in top destinations are more likely to swap with those of a higher standard in less attractive places, and vice versa. This pushes up the supply from popular destinations, as residents there may expect to have relatively high chances to swap at very good conditions.

There are all sorts of practical reasons for choosing to be swappers, like the obvious convenience over commercial establishments, but also the advantage constituted by the availability of the full range of facilities that are normally found in houses (cooking utensils, apparels and toys for kids, books and music). In this sense, home swapping could be seen as a phenomenon fully framed into the rise of the sharing economy or “collaborative consumption” defined by Botsman and Rogers (2010) as ‘a new, emerging economy made possible by online social networks and fuelled by increasing cost consciousness and environmental necessity’ (quoted in Forno and Garibaldi, 2011). Apart from this, swapping is more notably a cultural fact. First of all, home swappers are arguably travellers who, as could be read in the tag quoted earlier, want to ‘experience an area as a local, not a tourist’. That distinctively recalls Feifer’s (1985) description of the post-tourist and hints at a self-conscious, educated visitor that recognises and disapproves the degree of fictionalisation of landscapes involved large scale tourism operations and commercial establishments, and is prone to eschew that in favour of the more authentic landscapes of the quotidian represented by the locals’ livelihoods and way of life. More generally it arguably involves a certain “libertarian” attitude in relation to one’s own possessions and some degree of trust in peer travellers, which, together with the “explorer’s attitude”, and a certain literacy in web technology, is typically associated with upscale jobs, liberal thinking and a highly schooled background.

This work indicates that cultural and economic reasons for home exchanging are intermingled. Open-minded travellers think that they can save by swapping homes, and be more comfortable during their stay in a place, but also that in this way they would enjoy a different, unusual and more authentic experience of place. The testimonials of travellers that can be read on the various websites confirm this insight, although the publishing of positive opinions could be biased. More in general the declarations of travellers in relation with the motivations of their trip have to be taken with more than a grain of sand, following McKercher and Du Cros’s (2003) claim that



there exists a substantial discrepancy between stated motives and the actual performances in regard to the degree of “cultural depth” of the visits.

Our analysis uses a large sample of 1,100 ads from the homexchange.com (covering approximately 2.5% of the ads currently published, and matching the population universe as far as offered locations are concerned), whose information has been accessed and classified for geographical areas, type and characteristics of property, size of party, exchange, queries regarding locations and property type to exchange with and travelling periods. Moreover, we conducted 90 interviews to home-exchangers through an online survey addressing motivations, expectations and experiences through swaps.

This material is elaborated in order to test the hypothesis that home exchanging truly makes a difference to the way in which tourists get to know, experience, “live” places, and that this may have a certain impact on the way a place is promoted and manufactured by tourism and on discourses of place. We find that the practice of house swapping involves a switch away from a narrative focusing on the “exceptionality” of tourist spaces – which implies a certain degree of “dissonance” in processes of signification and performance of place between the community of travellers and those of residents, fostering the development of “dual” spaces a la Urry (1995) – towards one that hints at the attractiveness of “normal” landscapes (Maitland 2008) founded on negotiation between hosts and guests, of which the trust involved in house swapping is possibly the most evident trait.

It is unsurprising that the most relevant effects of home swapping are produced in cities – both traditional cities where residential neighbourhoods, offering good quality housing and a more “quotidian” experience to swappers, are given a certain status as places hosting attractive cultural processes, and tourism-driven urbanisations like second home enclaves in coastal and mountain resorts where swaps may take place also during low season and mobilise creatively.

Another hypothesis tested in this paper is brought in by a geographic perspective on house swapping. Traditional conceptions of the tourist space are also built on duality, between cores and peripheries in pure spatial terms but also in terms of economic, political and even cultural power (Miossec, 1976). These perspectives differentiate between a powerful, “travelling”, but unattractive northern and western world, and destinations in the southern and the eastern “pleasure peripheries”: warm, welcoming, but needful and “weak”, a pattern that is significantly replicated at the European scale and within national systems in Italy, France, etc.

Contrasting with this “asymmetrical” model (Caserta and Russo, 2002), the geographies of mobility that are involved in the house-swapping model – by which suppliers and demanders are part of a peer community, and all types of places are mobilised in both senses – imply a rupture in such traditional core-periphery patterns, both at the wider global scale, and at the finer scale of the spatial organisation and specialisation of space within destination regions.

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Rovaniemi University of Applied Sciences  
University of Eastern Finland  
University of Lapland

### France

IREST Paris 1 - Panthéon Sorbonne

**Gambia**

Gambia Tourism Authority

**Georgia**

Iliia State University

**Germany**

ANGELL Akademie Freiburg  
BEST-Sabel-Hochschule Berlin  
Hochschule Harz  
Universität Heidelberg  
University Heilbronn  
West Coast University of Economics and  
Technology

**Greece**

Alexander Technological Institute of  
Thessaloniki  
HOTELIER Tourism School of Crete  
Organisation of Tourism Education &  
Training (OTEK)  
Petreas Associates  
University of the Aegean

**Guatemala**

Royalty, Escuela de Turismo

**Hungary**

Budapest Business School / BGF - KVIFK  
Károly Róbert Főiskola  
Palace of Arts Budapest  
University of Pannonia  
Xellum Ltd.

**India**

Culture and Environment Conservation  
Society  
Equations  
Goa University  
Gujarat Inst. of Hotel Management  
India Tourism Development Corp

**Indonesia**

Akademi Pariwisata Yadatepe /  
Yogyakarta  
Directorate of Environmental Technology  
Hasanuddin University  
Indo.com  
Institute for Indonesia Tourism Studies  
Institute of Technology Bandung  
LinTas  
Manajemen Parawisata Indonesia  
(Mapindo)  
Pelita Harapan Tourism Academy  
PPM Institute of Management

Satya Wacana Christian University  
School of Tourism Economics  
Udayana University  
Universitas Katolik Indonesia Atma Jaya  
Universitas Sebelas Maret

**Iran**

Iran Tourism Strategic Studies Institute

**Ireland**

Athlone Institute of Technology  
Dublin Institute of Technology  
Dundalk Institute of Technology  
Fáilte Ireland - National Tourism  
Development Authority  
Institute of Technology Tralee  
Letterkenny Institute of Technology,  
School of Tourism  
LIT Tipperary  
Shannon College of Hotel Management  
Tipperary Institute  
University of Limerick  
University of Ulster

**Israel**

Kinneret College on the Sea of Galilee  
University of Haifa

**Italy**

Free University of Bolzano  
IRAT - Institute for Service Industry  
Research  
SiTI (Sistemi Territoriali per l'Innovazione)  
Università Bocconi Milano  
Università Ca' Foscari di Venezia  
Università della Calabria  
University of Molise  
University of Salento

**Japan**

Hamamatsu University  
Ritsumeikan Asia Pacific University

**Kazakhstan**

Kazakh Ablai Khan University of Int.  
Relations and World Languages  
Kokshe Academy

**Kenya**

Kenya Utalii College  
Kisii University College  
Moi University

**Latvia**

Vidzeme University of Applied Sciences

**Lithuania**

Klaipeda University

**Malawi**

Soche Tours and Travel

**Malaysia**

Advanced Tourism Int College (ATIC)  
Berjaya Higher Education  
Universiti Kebangsaan Malaysia  
University of Malaysia Sabah (UMS)

**Malta**

Institute of Tourism Studies  
ITIS Malta Tourism Institute

**Mexico**

Universidad de las Américas Puebla

**Mongolia**

Institute of Tourism Management  
Mongolian University of Culture and Arts  
New Civilization College  
University of the Humanities

**Mozambique**

Universidade Eduardo Mondlane

**Nepal**

The Nepal Trust

**Netherlands**

Alterra  
Foundation WICE-DSL  
Hanzehogeschool Groningen  
Hogeschool Zuyd  
HZ University of Applied Sciences  
INHOLLAND University  
Maastricht School of Management  
NHTV Breda University of Applied  
Sciences  
Stenden University of applied science  
University of Tilburg  
Vrije Universiteit Amsterdam  
Wageningen University

**New Zealand**

Auckland University of Technology  
University of Canterbury  
University of Otago

**Nigeria**

Empire Travel Services Ltd.  
Michael Okpara University of Agriculture  
University of Ibadan

**Norway**

Harstad University College  
Lillehammer University College  
University College of Sogn & Fjordane  
University of Stavanger

**Pakistan**

Asif Zaidi Tours Pakistan

**Poland**

Academy of Physical Education and Sport  
Silesian University of Technology in  
Gliwice  
University of Lodz  
University School of Physical Education in  
Poznan  
Wyższa Szkoła Ekonomiczno-  
Informatyczna

**Portugal**

ESHTE (Escola Superior de Hotelaria e  
Turismo do Estoril)  
ISCET (Ins. Sup. Ciências Empr. Turismo)  
Instituto Politécnico de Coimbra  
Instituto Superior Politécnico Gaya  
ISAG - Instituto Superior de Administração  
e Gestão  
Polytechnic Institute of Leiria  
Polytechnic Institute of Viana do Castelo  
Universidade de Aveiro

**Republic of Mali**

Adventure Discovery Mali

**Romania**

"Dimitrie Cantemir" Christian University  
Timișoara  
"Lucian Blaga" University of Sibiu  
Faculty of International Business and  
Economics  
The Bucharest Academy of Economic  
Studies  
University "Eftimie Murgu" of Resita

**Russia**

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

**Rwanda**

Rwanda Eco-Tours  
Rwanda Tourism University College

**São Tomé e Príncipe**

Instituto Superior Politécnico

**Serbia**

Centre for Tourism Research and Studies  
(CTRS)  
Faculty of Sport and Tourism - TIMS  
The College of Hotel Management  
Belgrade

**Singapore**

European Business School

**Slovakia**

Matej Bel University

**Slovenia**

Šolski Center Velenje  
University of Maribor  
University of Primorska

**South Africa**

Cape Peninsula University of Technology  
Fair Trade in Tourism South Africa  
Tshwane University of Technology  
UNISA (University of South Africa)  
University of Johannesburg  
University of KwaZulu-Natal  
University of Pretoria  
Walter Sisulu University

**Spain**

Equity Point  
ESADE - E.U. de Turismo Sant Ignasi  
EUTDH  
Universidad de Jaén  
Universidad de Las Palmas de Gran  
Canaria (ULPGC)  
Universitat de Barcelona  
Universidad de Deusto-Bilboa  
University of Girona  
University Rovira i Virgili

**Sweden**

Dalarna University  
Linnaeus University  
Mid Sweden University

**Switzerland**

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

**Tanzania**

College of African Wildlife Management,  
Mweka  
Peace Through Tourism Promotion  
Programme  
The Professional Tourguide School

**Thailand**

Chiang Mai University  
Kasetsart University  
Mahidol University International College

**Trinidad**

University of the West Indies

**Turkey**

Akdeniz University  
Akdeniz University - Alanya Faculty of  
Business  
Bilkent University  
Eastern Mediterranean University

**Uganda**

Jimmy Sekasi Institute of Catering  
Makerere University  
UCOTA

**United Arab Emirates**

Arabian Cultural Connection  
Emirates Academy of Hospitality  
Management  
Skyline University College

**United Kingdom**

Bournemouth University  
Canterbury Christ Church University  
Cardiff Metropolitan University  
Coventry University  
Glasgow Caledonian University  
Harrow International Business School  
Leeds Metropolitan University  
Liverpool John Moores University  
London Metropolitan University  
Napier University Edinburgh

Nottingham Trent University  
Queen Margaret University College  
Sheffield Hallam University  
Swansea Metropolitan University  
TRAM - Tourism Research and Marketing  
University College Birmingham  
University of Brighton  
University of Chester  
University of Derby Buxton  
University of East London  
University of Gloucestershire  
University of Greenwich  
University of Hertfordshire  
University of Hull  
University of Lincoln

University of Plymouth  
University of Strathclyde  
University of Sunderland  
University of Surrey  
University of Westminster  
UWE - University West of England  
WA Consultants

**United States of America**

Clemson University

**Zimbabwe**

National University of Science and  
Technology





## **ATLAS events**

### **An Overview**

Tourism Geographies Group meeting  
The Changing World of Coastal, Island and Tropical Tourism  
Martinique, French West Indies  
January 27-29, 2011

ATLAS Events Special Interest Group Inaugural Expert Meeting  
The Social Dimension of Events  
Breda, the Netherlands  
May 19-20, 2011

ATLAS Africa conference 2011  
Sustainable tourism and environmental education: A natural link  
Kampala, Uganda  
June 6-8, 2011

Religious and Pilgrimage SIG meeting  
Enhancing the Religious Tourism Experience  
New Norcia, Perth, Western Australia  
July 3-8, 2011

ATLAS annual conference 2011  
Landscape and tourism: The dualistic relationship  
Valmiera, Latvia  
September 21-23, 2011

ATLAS SIG meeting Tourism and Embodiment  
Tourism and embodiment: The state of the art  
Liverpool, United Kingdom  
November 7-8, 2011

ATLAS 8<sup>th</sup> Business Tourism Conference  
Sustainable Business Tourism - Why? How? To what extent?  
Copenhagen, Denmark  
December 4-6, 2011

ATLAS annual conference and doctoral colloquium 2012  
Re-creating the Global City:  
Tourism, Leisure and Mega-Events in the Transformation of 21<sup>st</sup> Century Cities  
London, United Kingdom  
13-14 September, 2012

In cooperation with ATLAS  
Dealing with Disasters - International Conference 2012  
Colombo, Sri Lanka,  
28-30 November, 2012

ATLAS 9<sup>th</sup> Business Tourism Conference  
Innovation in Business Travel and Business Tourism  
Lugano, Switzerland  
9-11 December, 2012

ATLAS SIG Independent Travel Research Group meeting  
Independent Travel and Hospitality: An expert conference  
Beirut, Lebanon  
19-21 January, 2013

ATLAS SIG Events Expert Meeting  
Imagineering Events  
Peniche, Portugal  
9-10 May, 2013,

ATLAS Africa conference 2013  
Information will be available soon.  
African Tourism in Global Society: Central or Peripheral?  
Kigali, Rwanda  
3-5 June, 2013

ATLAS annual conference 2013  
Provisional theme: Tourism in Times of Crises: Managing Change  
Malta  
November 2013

**ATLAS annual conference and doctoral colloquium 2012**  
**Re-creating the Global City:**  
**Tourism, Leisure and Mega-Events in the Transformation of**  
**21<sup>st</sup> Century Cities**  
**London, United Kingdom**  
**13-14 September, 2012**

The hosting of the 2012 London Olympic and Paralympic Games in Stratford, East London, on the doorstep of the University of East London, offers a timely opportunity to reflect upon earlier studies linking tourism and revitalisation of urban spaces, as well as to encourage critical reflection upon the complex relationship between mega-events such as the Olympics, sports, tourism and wider questions of urban regeneration, economic development. It will also invite reflections on the role of sustainability and social justice in the context of recreating the global city for the cultural and creative industries, and tourism, given the emphasis of the London Games on both the sporting legacy as well as sustainability. Once it has been built the Olympic Park will be one of the largest urban parks in Europe, while the London 2012 Games themselves, it is argued, will provide a much needed stimulus for economic development, centred on the construction of new housing, transport improvements and world-class sporting and leisure facilities in what is one of the most deprived and neglected areas of East London. However, the task of evaluating the long-term effects of hosting a sporting mega-event such as the Olympics, as well as the long-term effect on tourism, heritage and the cultural industries, and indeed, urban regeneration, remains a complex and ideologically-contested endeavour.

Cities worldwide have increasingly become the focus for major sporting and mega-events whilst tourism is now a central economic and cultural anchor of the urban political economy in both the capitalist heartlands as well as new mega-cities in emergent states. The notion of the city and urban spaces as tourism products, subject to a range of branding and re-imaging strategies, has long been the focus of leisure and tourism studies since the early days of neoliberalism. However, contemporary urban tourism strategies and the London 2012 Games in particular are taking place in the context of the most severe crisis in the world economy, if not capitalism itself, since the 1930s. In addition, the spectres of both global terrorism and urban social unrest has seen cities increasingly subject to new political-economic regimes structured around discourses of security and austerity, issues which are not as unrelated as they might appear.

The character of such global, cosmopolitan cities and the very nature of urban life and the political economy of 21st century cities has thus changed considerably since the initial phases of tourism and urban regeneration began during the 1970s and 1980s, presenting scholars and policy-makers with a range of new challenges and issues to be explored. Whilst the regeneration and development of former industrial areas and deprived inner cities through tourism, leisure, and heritage projects, often linked to speculative property strategies, is a well established practice in the (former) industrial heartlands of North America and Europe, the scope and scale of such interventions in the urban economy has both intensified and widened as globalisation and neo-liberal politics have continued to restructure cities around the a new cultural and creative economic nexus. Moreover, the cities of the global 'south' and the new

'emergent economies', have also witnessed precipitous population growth, urban development, and economic change, in the context of rapid globalisation and trade liberalisation. This conference thus also invites analysis of the implications for tourism and in particular the dynamics of tourism and urban development beyond the advanced capitalist centres, worldwide.

The staging of the 2012 Games in East London intersects with a wide range of perennial concerns within leisure, tourism and heritage research. Contributions are therefore invited which will explore many different facets of 21st century leisure, tourism, heritage, creative industries, mega-cultural/sporting events, urban planning, economic regeneration and sustainability.

### **Workshop sub-themes**

- Political Economy of Tourism, Sport & Mega Events
- The Olympics and Tourism:
- Mega-events, Tourism and Creativity
- Social Justice, Citizenship & Mega-Events
- Managing/Marketing Mega-events and the 'New' Urban Tourism
- Image, Representation and Culture
- Tourism, Sports and Mega-Events
- Tourism, Heritage and Mega-Events in Emerging Economies

## **In cooperation with ATLAS: Dealing with Disasters International Conference 2012 Colombo, Sri Lanka, 28-30 November, 2012**

Following successful conferences on responses to Disaster Management since 2006, the Centre for Research into the Experience Economy (CREE) at the University of Sunderland in conjunction with Northumbria University's Disaster and Development Centre (DDC), the University of Glamorgan and the Postgraduate Institute of Management, Sri Lanka invite papers for the next conference in this series. The theme for the conference is *Developing a Mobilities Social Science Perspective on the Analysis of Disaster Events*.

The **Mobilities** social science paradigm examines both the large-scale movements of people, objects, capital, and information across the world, as well as more local processes of daily transportation, movement through public and private spaces, and the travel of material things in everyday life. Recent developments in transportation and communications infrastructures, along with new social and cultural practices of mobility, present new challenges for the coordination and governance of mobilities and for the protection of mobility rights and access. This has elicited many new research methods and theories relevant for understanding the connections between diverse mobilities and immobilities (Hannam, Sheller & Urry, 2006).

The conference is directly relevant to a range of stakeholders, such as charities, non government organisations and others involved in responding to disasters as well as

academic researchers. By bringing together delegates from this broad spectrum of organisations research and practice can be informed by real life experience and sharing cutting edge ideas for dealing with disasters and analysing disasters from a mobilities perspective.

The conference is to be hosted by the Postgraduate Institute of Management, Colombo, Sri Lanka.

*Possible topics include:*

1. Environmental disasters and ensuing refugee issues
2. Industrial disasters and the implications for transport planning
3. Conflict as disaster and the mobility implications
4. Relationship between disasters, travel and tourism and ensuing mobilities
5. Globalisation, displacement and adaptation
6. Disaster communication and mobility
7. Securitisation and mobility

## **ATLAS Business Tourism Special Interest Group meeting Innovation in Business Travel and Business Tourism Lugano, Switzerland 9-11 December, 2012**

This will be the ninth annual ATLAS Business Tourism conference. Since its first edition in 2003, the ATLAS Business Tourism conference has grown to become the most important European annual forum for the exchange of ideas and the sharing of best practice in teaching and researching this subject. Each year, it is attended by the following categories of delegates, from all over Europe and beyond:

- Anyone teaching Business Tourism (conferences, exhibitions, incentive travel) in Universities
- Anyone involved in research connected to these subjects
- Anyone studying these subjects in Universities
- Anyone working in the Business Tourism industry who wants to learn more about current education and research activities for this sector
- Anyone working in the Business Tourism industry who wishes to communicate their views to educators and researchers specializing in this field.

In today's fast-paced business environment, it is generally agreed that innovation is a major prerequisite for the success, and perhaps even for the survival, of enterprises. Innovation drives growth and creates opportunities in new markets, as well as establishing and maintaining a vital competitive advantage. As a result, creativity and innovation are now moving to the top of the agenda for organizations around the world, and the business travel and business tourism industry is no exception. The business tourism – or MICE (meetings, incentive travel, conferences and exhibitions) - sector, as well as individual business travel, continue to survive and expand because innovative changes have helped them to adapt to developing trends and to add value to the businesses and organizations that are the clients of this industry. In addition, business travel itself can foster innovation, due to the knowledge transfer that can occur through the temporary movements of business travellers.

Much supply-side innovation in business travel and business tourism is driven by changes in demand-side factors, taking into account factors that influence participants' level of satisfaction with their business events or individual business trips. Examples of recent demand-side changes would include increased focus on the leisure opportunities provided by business tourism destinations and business tourists' / business travellers' attitudes towards the use of the social media before, during and after the events they attend.

Innovation in Business Travel and Business Tourism is the theme of the 2012 ATLAS Business Tourism Special Interest Group Conference. Papers are invited on any theme related to innovative research in subjects linked to travel and tourism with a business objective. For example:

- Technology-based innovation in business travel and business tourism
- The contribution of research to innovation in business travel and tourism
- Innovative approaches to responding to changes (economic, demographic, socio-cultural or technological) in the market environment for business travel and business tourism
- Product and service development in business travel and business tourism
- Business travel and tourism in new, emerging markets
- The role of business travel and business tourism in stimulating innovation in science and in business
- The changing needs of business travellers and business tourists as drivers of innovation.

## **ATLAS SIG Independent Travel Research Group meeting Independent Travel and Hospitality: An expert conference Beirut, Lebanon 19-21 January, 2013**

Following the third expert meeting in Shimla, India in 2008 and the fourth meeting in Hermanus, South Africa, the Independent Travel Research Group (formerly the Backpacker Research Group) of ATLAS are pleased to announce a call for papers for the fifth meeting in Beirut, Lebanon in association with the Lebanese International University. The overall conference aim is to examine and review research into the relationships between independent travel and hospitality.

The theme draws upon new work in Critical Hospitality Studies that has argued that 'Hospitality is Society' (Bell, 2012). Moreover, the location for the conference, Lebanon, has been widely known for its hospitality and as a significant independent travel destination. The conference will involve an excursion to visit Baalbek.

According to the ATLAS Independent Travel Research Group programme, potential themes to be addressed include:

- Independent Travel and Critical Hospitality Theory
- Independent Travel and Transnational Spaces of Meeting
- Borders and the regulation of Travel and Hospitality
- Ethics in the relations of Hospitality and Travel
- Work Relationships in Independent Travel and Hospitality

- Issues of gender, race, ethnicity and class in Independent Travel and Hospitality
- Engagement with new and old technologies in Independent Travel and Hospitality
- Policy and planning dilemmas for managing Independent Travel and Hospitality
- Alternative methodologies in Independent Travel and Hospitality Research

The official language of the meeting is English. All abstracts will be subject to double-blind review by at least two members of the Scientific Committee. Acceptance of a submission will be based on theoretical and empirical significance, methodological soundness, technical competency, and logical clarity.

## **ATLAS SIG Events Expert Meeting**

### **Imagineering Events**

### **Peniche, Portugal**

### **9-10 May, 2013,**

Following the successful inaugural meeting of the ATLAS Events Special Interest Group on the Social Dimension of Events in Breda in 2011, the following meeting on Imagineering Events will be held at the Polytechnic Institute of Leiria in Peniche, Portugal in May 2013.

Events are becoming more complex as their range of functions grow, as: meeting places, creative spaces, economic catalysts, social drivers, community, image makers, business forums, and network nodes.

Events are increasingly being designed to fulfil particular roles in society and business, and this process requires creative imagination, and a design methodology or in other words 'Imagineering'. Events don't just happen, they are carefully crafted to weave narratives (content), into places (context) through processes of Imagineering. Effective design of an event can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times.

Imagineering can be viewed as the creation and innovation of value from an experience perspective. Imagineering therefore 'concerns creating and managing worlds of experience, based in internal values (DNA) on the one hand and/or values of the target groups on the other, with the objective of creating the emotional involvement of all stakeholders' (Hover, 2008).

The Imagineering process therefore needs to involve far more than just the creators and organisers of events. Because most events have a wide range of stakeholders, the Imagineering process can also involve the local community, policy makers, creative entrepreneurs, and a wide range of other stakeholders. It also covers the entire process of event conception, production, consumption and co-creation, and can encompass many of the different 'touch points' that make up the event experience.

Key questions to be addressed at the meeting include: how should events be Imagineered in these complex times? How can Imagineering contribute to improving

event business models? How can events be effectively co-imagined to involve a wide range of event stakeholders? How can city event programmes be imagined to maximise outputs for the local community?

The ATLAS Events Special Interest Group therefore invites papers related to the social impact of events for the expert meeting in Peniche. Themes expected to be covered during the event include:

- Learning from traditional events – implicit imagining
- Imagining event experiences
- Creative entrepreneurship and events
- New business models for events
- Service design and events
- Co-creation and imagining in events
- Imagining event marketing and promotion
- Imagining event policies
- Imagining the eventful city

The Expert Meeting is designed as a small-scale event for researchers to present and discuss their work with colleagues. Participation in the meeting is subject to approval of an abstract and preparation of a draft version of the paper prior to the meeting. Selected papers will then be published in an edited volume.

Please submit an abstract of your proposed submission (maximum 300 words) to Greg Richards Breda University of Applied Sciences (g.w.richards@uvt.nl) by 15th February 2011.

*Hover, Moniek (2008) Imagine your Event: Imagining for the event industry. In: Ulrich Wunsch (Editor) Facets of Contemporary Event Management-Theory and Practice for Event Success. Verlag K.H.Bock, Bad Honne.*

## **ATLAS Africa conference 2013**

### **African Tourism in Global Society: Central or Peripheral?**

#### **Kigali, Rwanda**

#### **3-5 June, 2013**

ATLAS Africa and the Rwanda Tourism University College, the organizers of the 8<sup>th</sup> ATLAS Africa conference, invite various stakeholders in tourism industry to this international conference, scheduled to take place from 3-5 June 2013 in Kigali, Rwanda.

In its strategic vision on the development of international tourism the Rwanda governments recognizes specific opportunities for the improvement of tourist facilities in general and further capitalization on the three main assets (bird watching, mountain gorilla viewing, and the national parks) , as well as increasing the attraction for business travel and MICE (Meetings, Incentives, Congresses and Events). Therefore papers specifically dealing with these topics are welcomed.



More generally the conference offers a forum for knowledge exchange and debate on the role of African tourism in global society, attempting to evaluate its centrality as an agent of social change.

Key questions may be asked about the relevance of African tourism to global society in general and Rwanda in particular, incorporating economic, cultural, social, political, environmental and ethical dimensions.

Experts from a variety of disciplines are expected to bring to light theoretical and conceptual frameworks about the pivotal role of African tourism. These experts are to deliver to the conference their full scientific papers, abstracts and extended abstracts, and communications on a range of themes but not restricted to:

- Tourism and cultural change
- Entrepreneurship in international tourism
- Tourism and human resource development
- Tourism and economic development
- Tourism and politics
- Tourism and technology
- Tourism, conservation and development

## **ATLAS annual conference 2013**

### **Provisional theme:**

### **Tourism in Times of Crises: Managing Change**

### **Malta**

### **November 2013**

Information will follow soon.

**More information on the ATLAS events can be found  
at the ATLAS website at  
[www.atlas-euro.org](http://www.atlas-euro.org).**



# **ATLAS Special Interest Groups**

## **Cultural Tourism Research Group**

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*Netherlands*  
*g.w.richards@uvt.nl*

Much of the work of the Cultural Tourism Group over the past year has been directed to producing the Routledge Handbook of Cultural Tourism, edited by Melanie Smith and Greg Richards. A number of the members of the group contributed pieces to this mammoth reference work, which contains 50 chapters on all aspects of cultural tourism research. The Handbook is due to be published later this year (<http://www.routledge.com/books/details/9780415523516/>)

The work reproduced in the Handbook clearly shows the development of cultural tourism research over the past 20 years, and underlines the contribution made by the ATLAS Cultural Tourism Research Project to advancing the research agenda. When the project was launched in 1990, cultural tourism was an emerging, but under-researched field. This changed rapidly during the 1990s as governments and researchers began to pay more attention to the rapid growth of cultural tourism demand and the development of new cultural resources directed at tourists. The emergence of cultural tourism as a form of 'mass tourism' during the 'naughties' was linked to increasing diversification as destinations increasingly tried to distinguish their cultural tourism products from the growing range of competitors. This in turn led to the 'serial reproduction' of culture for tourism, as the search for distinction often led to the adoption of similar strategies, particularly linked to iconic buildings and mega-events.

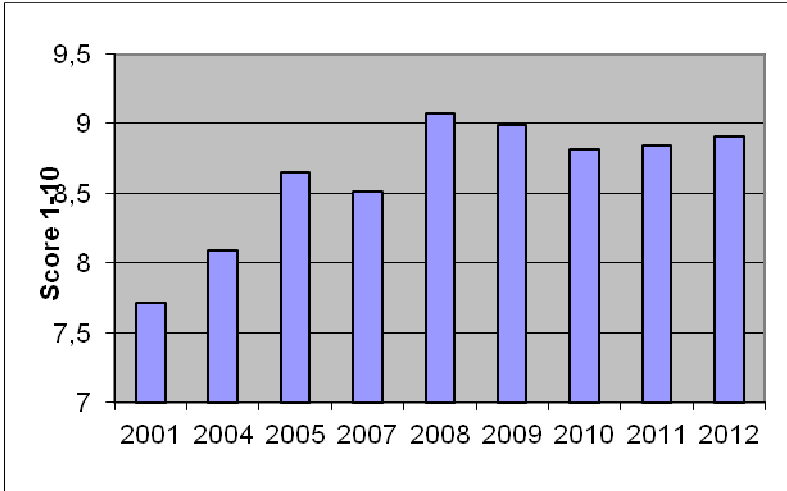
Recent years have therefore seen a critical turn in cultural tourism research which is widely reflected in the contributions to the Handbook. In many cases, however, this has led to a relative neglect of the empirical evidence necessary to underpin such critiques. There is a need to renew and revitalise the cultural tourism research programme to take account of the new realities of cultural tourism, as well as incorporating new research methods in cultural tourism. This is one of the challenges for the future work of the group.

In the meantime, attention is being paid to the treasure house of data in the ATLAS Cultural Tourism Project. Greg Richards and Andries van der Ark have been analysing the 45,000 surveys in the database to identify trends in cultural consumption. The initial findings of this work indicate that the 'normal' relationships between cultural capital and cultural consumption are inverted in the case of cultural tourism, with those individuals with high levels of cultural capital exhibiting more conservative consumption patterns than other tourists.

The ATLAS surveys are also being used as the basis for events research by members of the ATLAS Events Special Interest Group. One area of joint research that has been continuing for some time has been the analysis of cities hosting the

European Capital of Culture (see separate report). One particular area in which event research and cultural tourism research have converged has been in the Romanian city of Sibiu. This city has been the focus of an ATLAS research project since 2001. Project leader Ilie Rotariu from the Lucian Blaga University has been surveying residents and tourists in the city with the ATLAS Cultural Tourism Questionnaire for over a decade. To date, almost 6000 surveys have been completed, providing a fascinating glimpse into the development of the cultural tourism market over time.

The research clearly shows that a major boost was provided to cultural tourism by the ECOC in 2007, when almost twice as many foreign tourists visited the city. But also following the ECOC there was a qualitative shift in tourism demand, with more international visitors, higher per capita spending and more visits to cultural attractions. The quality of visitor experience also increased as the product was upgraded for the ECOC, with renovation of cultural attractions and new hotels. The overall result was a shift towards 'quality' tourism, with a resulting growth in per capita spend. This trend is clearly visible in the quality ratings given by visitors, which have climbed by nearly 16% over the past decade. Interestingly the peak quality scores were given not in the ECOC year itself (2007), but immediately thereafter.



A number of reports have been published on the Sibiu study, and these are available from the ATLAS bookshop or from [www.connectcp.org/gregrichards](http://www.connectcp.org/gregrichards).

# Capital City Tourism Research Group

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## **Rationale**

Despite the size and importance of cities as places of departure and as tourism destinations, for many years comparatively little research was conducted on urban tourism. The last decade has seen a welcome increase in research activity, but as Ashworth and Page (2011) point out, we now need to connect this work with developing ideas in the social sciences, particularly urban studies.

This SIG aims to foster research in city tourism and promote the interchange of ideas amongst scholars working in the field. It was launched some five years ago and has progressed well, with over 70 members from around the world. Whilst it encompasses all elements of city tourism we decided to focus initially on tourism in national capitals. There were two reasons for this. First, to ensure that we had a clear direction in which we could make progress, and second because the previous neglect of this important topic meant research was badly needed. As Hall (2002:235) said: "capital cities are an important component of the national fabric of almost every country in the world yet, surprisingly, very little has been written about their tourism significance".

National capitals are popular destinations for leisure and cultural tourism, frequently the nation's transport gateway, and their concentrations of power attract business and educational tourists. They are frequently key nodes in a globalised world, entwined in the world system of cities, yet representing particular national identities. They are of increasing importance, partly because their numbers continue to rise. The era of mass tourism has coincided with earlier decolonisation and the more recent break up of federations and larger state entities (for example USSR and Yugoslavia), increasing the number of nation-states and thus capitals. At the same time the rise of sub-state nationalisms has seen the assertion of national capital status by nations which do not enjoy statehood – for example in Wales (Cardiff), Catalonia (Barcelona) or Quebec. Over time, cities aspire to or acquire national capital status, and must also adapt to changing national roles or to the loss of capital status altogether. Capitals are the symbolic heart of the nation, so as they change, the ways in which they represent themselves to their citizens and the outside world change too. As capitals seek to adapt to global change and contested national identities, they need to negotiate the challenges of updating their appeal to visitors and maintaining their distinctiveness in the face of pressures for standardisation, and of reinterpreting complex histories as they represent themselves to domestic and

global audiences. This offers a rich field for tourism research, and for tourism scholars to engage with destination managers and with the other social scientists.

Ashworth G and Page SJ (2011) 'Urban tourism research: Recent progress and current paradoxes'. *Tourism Management* 32, 1-15.

Hall CM (2002) 'Tourism in Capital Cities' *Tourism: an international interdisciplinary journal*. 50, 3. 235-248.

## **Activities**

The Group has progressed well, and there are now over 70 members from all around the world. Group meetings are held during ATLAS conferences, and have taken place in 2007, 2008, 2009 and 2010. There will be a meeting at the ATLAS conference in London in 2012, and existing and new members are most welcome.

## **Research and Publications**

The Group has focused on promoting research on tourism in national capitals, and ensuring that high quality research is published. Since 2007, we have fostered the publication of more than 40 papers on the topic.

2007. Journal Special Issue. *Journal of Travel and Tourism Marketing* special issue: 'Marketing National Capitals', edited by Robert Maitland and Brent Ritchie

This special issue drew together ten papers on aspects of marketing national capitals of different types in the old and new world. Themes included how visitors perceived capitals and what they had to offer, and the special issue began an exploration of 'capitalness', the particular qualities that national capitals offer for tourism.

2010 Book: *City Tourism: National Capital Perspectives*, edited by Robert Maitland and Brent Ritchie. Wallingford: CABI

This book examines some twenty national capitals around the world, with contributions from more than thirty authors. It is the first book to examine the subject and develops an analytical framework for tourism in national capitals. The analysis distinguishes different types of capital and their varying functions to develop a typology of capital cities from a tourism perspective. It then examines the different aspects of city tourism that are particularly relevant to national capitals, focusing on city image and branding; the visitor experience; tourism markets; and tourism development. These elements are combined in an analytical framework that provides a structure for the detailed discussion in the book, with chapters by SIG members drawing on their original research to develop a wealth of conceptual, methodological and empirical discussion.

2012: Journal Special Issue. *Current Issues in Tourism*. Global Change and Tourism in National Capitals, edited by Robert Maitland

This special issue explores global change and tourism in national capital cities. Globalisation has affected tourism in most cities, but the particular qualities of national capitals mean they are often at the leading edge of change or display it in

particularly intense form. At a time of increasing city competition, national capitals are at the forefront of efforts to gain competitive advantage for themselves and their nation, to project a distinctive and positive image and to score well in global city league tables. They are frequently their nation's focal point and revalorise buildings, spaces and cultural assets to emphasise changing status and negotiate contested identities. Tourism is integral to this process as new national symbols are created, existing sites are reinterpreted and revalorised for visitors, and choices are made about how the nation should be represented to the outside world and to itself. Ten papers explore the nature of capitalness and tourism in national capitals from a variety of perspectives, including comparative studies between cities.

### **Research Project: National Capitals' Tourism Representation**

This project develops a theme discussed and shaped at SIG meetings. It will focus on:

- How the images of capitals are represented – especially through websites and newer media
- How capital city status plays a part in these images and perceptions
- How far this differs according to the core function or type of capital city

Tourism representation reveals how tensions between capitals' cosmopolitan and distinct national roles are played out, how new versions of the national story are developed, and how capitalness is contingent on particular national experiences. Yet we have little understanding of how different cities present their 'capital qualities' as part of the image they seek to convey to visitors. Examining this will 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.

We expect that initially we will focus on how capital qualities are portrayed 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.

We will discuss the next steps in this project at the London SIG meeting in 2012 and we warmly welcome all ATLAS members to join our discussions.

### **Links To Other Special Interest Groups**

There are potential links to existing SIGs - particularly Cultural Tourism SIG (e.g. cultural tourism, precinct development and cultural institutions) and Business Tourism SIG (government lobbying and tourism, conferences in capital cities). We will also try to involve researchers interested in heritage cities (including to examine former capital city tourism). However we see these links as creating complementarities rather than duplication. There are clear and distinct themes around 'capitalness' that the SIG will explore.

## Links To External Groups

- Capital Alliance Members (include Canberra, Ottawa, Washington, Brasilia and 12 other invited cities which meet yearly)
- Government Agencies in Capital Cities
- City Destination Marketing Organisations
- Council of Europe and European Commission
- International Cities and Town Centres and Communities Society
- Embassies and High Commissions in national capital cities
- Study Associations (including European, Canadian Studies Associations)

## Planned activities

There will be a SIG meeting at the ATLAS conference *Recreating the Global City* in London in 2012. The meeting will be during the conference, at 10h30 on Thursday 13<sup>th</sup> September. Existing and new members are most welcome. Papers by Robert Maitland and Anya Diekmann will review our progress and discuss the representation of national capitals on the Internet. We will then go on to agree next steps on developing the research project.

Research Project: National Capitals' Tourism Representation. This project develops a theme discussed and shaped at SIG meetings. It will focus on:

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## Events Research Group

*Greg Richards*  
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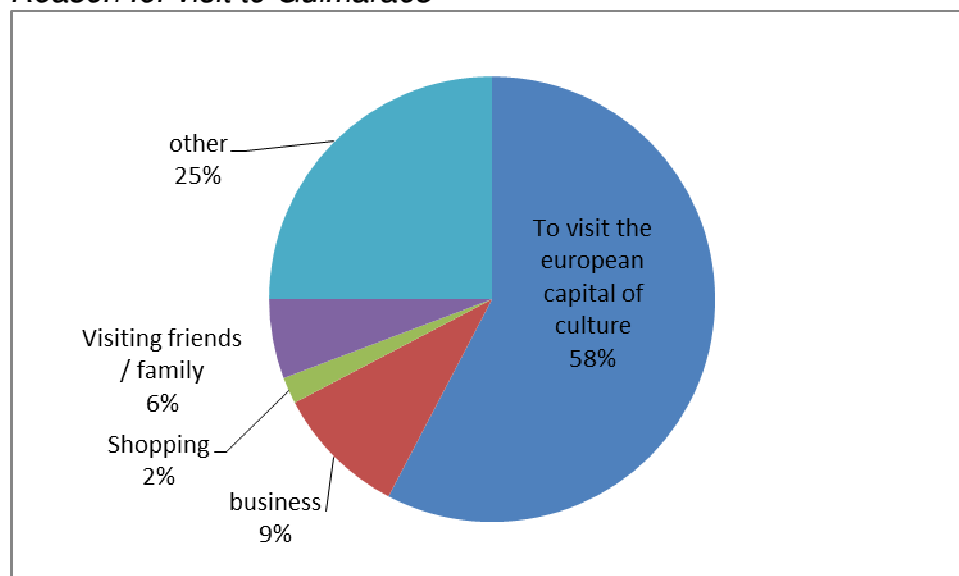
The papers presented at the inaugural meeting of the ATLAS Events SIG in Breda, the Netherlands, in May 2011 are currently being edited for publication. The volume *Exploring the Social Dimension of Events*, edited by Greg Richards, Marisa de Brito and Linda Wilkes, is due to be published in early 2013.

The following Expert Meeting is due to be held in Peniche, Portugal in May 2013. The theme of the meeting is 'Imagineering Events' (see separate call for abstracts).

The ATLAS group has been developing an events survey to enable comparative research to be conducted at a range of different events. The survey is currently being piloted by the Polytechnic Institute of Leiria in Portugal, and is also due to be implemented at events in the Netherlands in the near future. Once the survey has been piloted and 'debugged', it will be made available to all Events SIG members to use. The intention is to develop a major international comparative database of event visitor research.

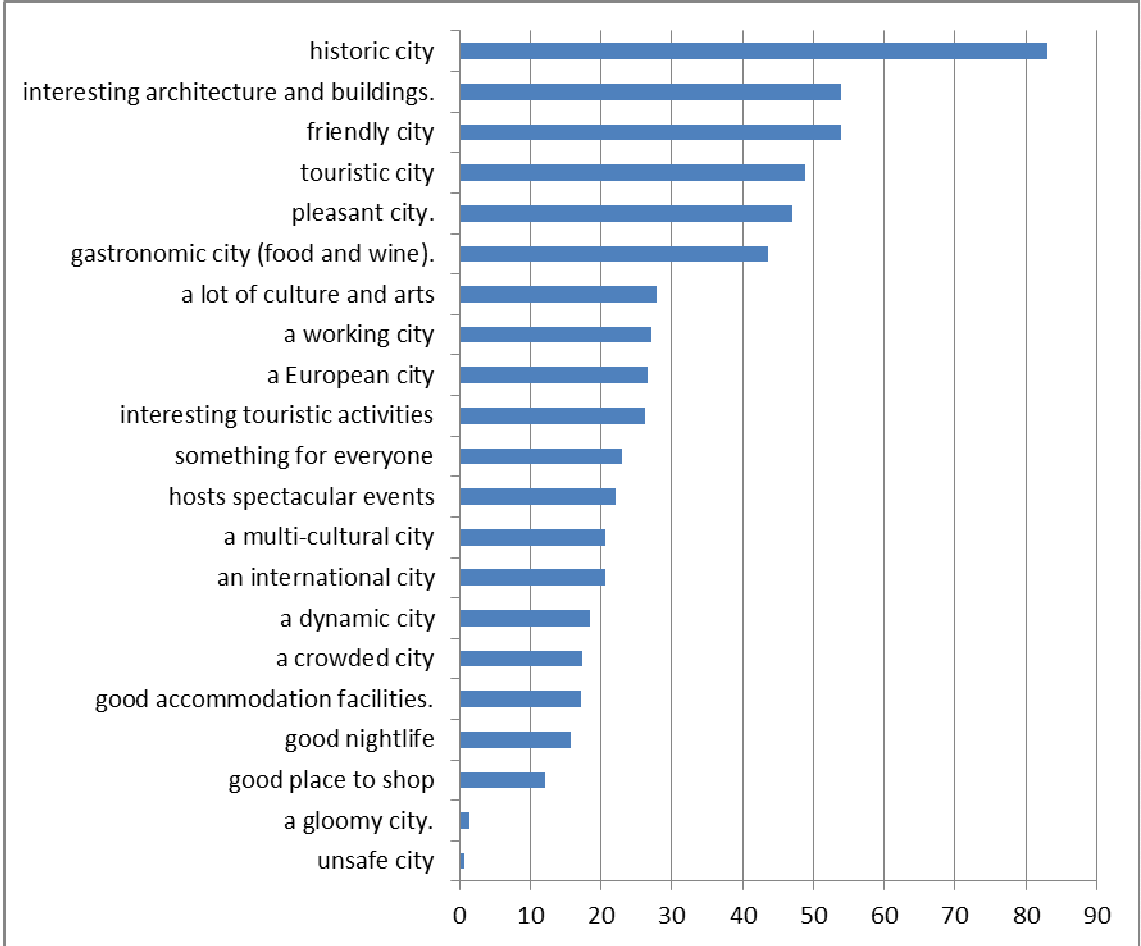
As a first step in this direction a comparative study is being undertaken of events in different cities in Portugal by the Polytechnic Institute of Leiria. Events research is also being undertaken in Portugal at the European Cultural Capital for 2012 in the city of Guimarães (with surveys conducted by NHTV Breda and the Polytechnic Institute of Viana do Castelo). Comparative research is also being undertaken in the other European Cultural Capital for this year, Maribor in Slovenia, by colleagues from the University of Primorska. The initial findings of the research indicate that more than half of the visitors surveyed in Guimarães were in the city specifically to visit the ECOC, which is a relatively high proportion compared with previous events.

*Reason for visit to Guimarães*



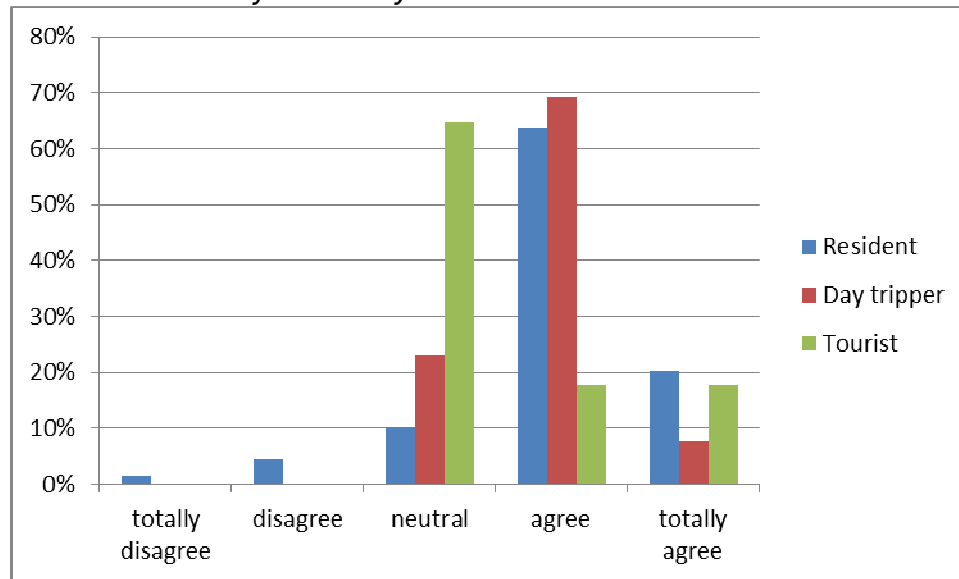
The initial results also show that the most dominant element of the image of the city for visitors is the historic nature of Portugal’s first capital city. This shows that the organisers still have much work to do in order to introduce a more creative, contemporary image for the city.

*Image of Guimarães (% totally agree)*



Not suprisingly there were different views on the city from tourists, who were less likely than residents to view it as dynamic or having good gastronomy or lively nightlife.

### *Guimaraes is a dynamic city*



The research in both cities will continue in 2012, and it is hoped to extend the research to other cities and other types of events in 2013.

## **Tourism Geographies: Space, place and lifestyle mobilities**

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*Julie.Wilson@urv.cat*

*María Angeles Casado-Díaz*  
*University of West England*  
*United Kingdom*  
*Maria.Casado-Diaz@uwe.ac.uk*

### **Activities and events**

The activities of the Tourism Geographies SIG have been largely focused on events since the group's inception in 2008 and this looks set to continue through the remainder of 2012 and into 2013.

#### *Los Angeles 2013*

Following their successful previous collaborations, the TG SIG will again partner with the Recreation, Tourism and Sport (RTS) Specialty Group of the Association of American Geographers (AAG) to offer a joint sponsored session at the AAG 2013 Annual Conference in Los Angeles. The basic theme of the session will be 'evolutionary economic geography approaches in tourism studies' (exact title TBC). The call for papers for this session will be sent out via the ATLAS list in August 2012.

### *IGU Cologne 2012*

The TG SIG is co-organiser of a joint session of the IGU conference in Cologne, Germany in 2012 chaired by Julie Wilson and Anne Marie d'Hautserre, entitled 'Tourism Mobilities and Urban Space'

**Abstract:** Since the de-industrialisation of many urban areas in Western societies, tourism has become a tool for regenerating urban environments through the creation of urban tourism production and consumption spaces. Tourism is also increasingly used in place promotion and competition in urban contexts. Recently, tourism-related urban transformations (e.g. regeneration and gentrification) have been influenced by a wider set of tourism mobilities, creating a multitude of changes in urban settings and new ways of producing and consuming urban tourism and related activities. This session aims to address how current urban transformations and an emergent 'mobilities turn' can be spatialised in urban tourism geographies. Presenters may also address a need to develop new kinds of approaches, methodologies and theories in urban tourism studies. This session is co-sponsored by ATLAS Tourism Geographies Special Interest Research Group.

[http://www.igc2012.org/frontend/index.php?page\\_id=378&ses\\_id=7f3a110453675adc81b6a893b4acbadf](http://www.igc2012.org/frontend/index.php?page_id=378&ses_id=7f3a110453675adc81b6a893b4acbadf)

**Publication:** 'Geographies of Tourism: European Academic Traditions'. An edited volume with Emerald Insight will be published in 2013 (edited by Julie Wilson and Salvador Anton Clavé). The working title of the volume is 'Geographies of Tourism: Research Perspectives from across Europe'. This publication emerged from the second international seminar of the ATLAS Tourism Geographies SIG was hosted at the Rovira i Virgili University (Catalonia) on 14th October 2010.

### **Future development of the SIG**

The SIG is still looking to apply for funding to organise a research collaboration between members – any ideas? Having organised and collaborated on six international events in the first few years, it is hoped that the SIG will now be able to develop some collaborative research activity between group members and look at joint publication opportunities in 2013.

As of August 2012, the current coordinators will have passed four years in the role. As such, it is intended that a new coordinator(s) be appointed during 2012/13 from within the SIG membership. SIG members that are interested in taking on this role should contact the current SIG organiser at the address above.

In the end the SIG will not hold a meeting at the 2012 London ATLAS conference. Proposals are always welcome for hosting future SIG events.

For further information about the ATLAS Tourism Geographies SIG or to join the group please contact us (details below). We would be delighted to hear from any ATLAS members with an interest in the geographical / spatial / mobilities aspects of tourism or indeed from those who would like to be involved in this SIG in some way.

## **Spa and Wellness Research Group**

*Roos Gerritsma*

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*Netherlands*

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The SIG Spa and Wellness Tourism has been focused since 2007 on the development and management of health and wellness products and services, an important contemporary growth sector.

### **Themes of Research Spa and Wellness Research Group**

Members of the SIG have carried out research on several themes, the list below covers the main themes:

- Escapism and relaxation (e.g. beaches, spas, mountains - Alpine Wellness, Thalassotherapy)
- Wellness marketing (e.g. wellness community building, marketing strategies, retail, branding, area marketing)
- Contemplative / calming (e.g. meditation, Tai Chi, Qi Gong)
- Medical / cosmetic (e.g. hospitals and clinics)
- Health and lifestyle wellness (e.g. the combination of sports, spas, massage, yoga, fitness)
- Occupational wellness (e.g. for business people, stress reduction programs)
- Therapeutic recreation (e.g. rehabilitation, stress and pain management through sport, yoga, creative activities, spas, etc)
- Spiritual (e.g. pilgrimage, New Age events, Yoga retreats)
- Most of this research has been done in collaboration with commissioning clients such as spas, tourism boards, sector organizations or wellness practitioners.

### **Comparative studies**

We would like to embrace more intercultural, multinational studies. Comparative studies are of great value, not only for academic reasons, but also for our students and lecturers who can learn from each other. In 2012 we hope to start a research on Thalassotherapy in several countries.

### **Exchange educational programs**

Apart from presenting our own research findings during SIG meetings and conferences, we would like to try to exchange more actively our educational programs that are being taught at Bachelor and Masters levels, both in the applied sciences area as well as the academic field. This could also include the exchange of staff.

## Business Tourism Research Group

Rob Davidson

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Last year's ATLAS Business Tourism SIG conference was held in Copenhagen Business School from 4 – 6 December, on the theme of Sustainability in Business Tourism. Although the majority of the 28 delegates came from Europe, there were several from further afield, including Thailand and China. Most of the papers presented focused on green meetings, green venues and corporate social responsibility as an element of conferences and other business events. As well as the papers presented by academics, there were a number of presentations on the green theme by practitioners, including VisitDenmark's Chief consultant, Christian Ørsted Brandt and Steen Jakobsen, Congress director of Wonderful Copenhagen.

The social programme for the conference included a welcome reception in Copenhagen's City Hall and a visit to the famous Tivoli Gardens and farewell dinner. A selection of papers from this conference and the previous year's ATLAS Business Tourism SIG conference will shortly be published by ATLAS.

This year's Business Tourism conference will be held at the Università della Svizzera Italiana in Lugano, from 9 – 11 December, on the theme of Innovation in Business Tourism. Full details are available on the ATLAS website.

## Religious Tourism and Pilgrimage Research Group

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Ireland

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The 2011-2012 Academic year has been a little hectic for the Religious Tourism and Pilgrimage Research Group. In the last 12 months or so, we have produced 3 different research outputs. The first of these – in mid-2011 was a set of 9 papers entitled *Managing The Religious Tourism Experience* which was published in a special edition of the *International Journal of Business and Globalisation* (2011, Vol. 7, No.1 pp.1-130) The volume consists a selection of papers derived from our Second Expert Group Meeting (2010) in Nazare, Portugal (see Table 1).

**Table 1:** Table of Contents for *Managing The Religious Tourism Experience* (2011)

Editorial, R Raj, K Griffin, C Fernandes and N Morpeth.
Visitors experience of travel to the city of heaven (Madinah), R Raj and T Rashid.
Religious tourism and the Lent pilgrimages in São Miguel, Azores, V Ambrósio.
The museum as visitor experience: displaying sacred Haitian Vodou objects, M De Jong.
Managing the religious tourism experience in Romanian Christian Orthodoxy, A Tirca and GC Stanciulescu.
A preliminary study of visitors to Ancient Merv (Turkmenistan), J Edwards and R Vaughan.
The role of a religious tourism strategy for the West and North West of Ireland in furthering the development of tourism in the region F McGettigan, C Griffin and F Candon.

Church tourism and faith tourism initiatives in Northern England: implications for the management of religious tourism sites ND Morpeth.  
 Developing religious tourism in emerging destinations: experiences from Mtskheta (Georgia), C Fernandes.  
 Church institution and digital world: new opportunities to profess the word of God, O LoPresti

*Source* : Raj, Griffin, Fernandes and Morpeth (2011)

The next set of edited papers, which hopefully will be in print as this Reflections volume goes to print is *Enhancing The Religious Tourism Experience*, to be published in the International Journal of Tourism Policy. The majority of these papers were presented to the group in its 2011 (third Expert Group Meeting) Workshop in New Norcia in Western Australia (see Table 2).

**Table 2:** Table of Contents for *Enhancing The Religious Tourism Experience* (2012)

Editorial, R Raj and K Griffin.  
 A New Research Approach for Religious Tourism: the case study of the Portuguese route to Santiago, C Fernandes, E Pimenta, F Gonçalves and S Rachão.  
 Religious Tourist's Motivation for Visiting Religious Sites, R Raj.  
 The Role of Volunteers in the Provision of Faith Tourism in the North of the UK, ND Morpeth  
 Pilgrims' Progress: the changing nature of visitors to religious sites in Ireland, F McGettigan and C Griffin.  
 Tourism to Religious Sites, Case Studies from Hungary and England: exploring paradoxical views on tourism, commodification and cost-benefits, P Wiltshier and A Clarke  
 Web-based Customer-centric Strategies: new ways of attracting religious tourist to religious sites, T Rashid.  
 Pilgrimage Through the Eyes of the Irish 'Traveller' Community, K Griffin.

*Source* : Raj and Griffin (2012)

A number of interesting and valuable papers from Nazaré (2010) and New Norcia (2011) did not fit the format or themes of these Special Publications and thus, it was decided to produce an ATLAS publication to facilitate their dissemination. Entitled *Reflecting on Religious Tourism and Pilgrimage*, the volume contains 11 papers, and is aptly dedicated to the late Clara Stefania Petrillo, who was a good friend to many in our Research Group.

**Table 3:** Table of Contents for *Reflecting on Religious Tourism and Pilgrimage* (2012)

Reflecting on Publications by the ATLAS Religious Tourism and Pilgrimage Research Group, K Griffin & R Raj  
 Managing the Service Encounter in a Religious Context, M Griffiths  
 Understanding Parish Pilgrimages in Portugal, V Ambrósio & C Santos  
 Religion, Remembrance and the 'Rock': Current Trends in Australian Religious Tourism, N Bond & L Ruhanen  
 The Spiritual Quest: Europe's Common Sacred Ground (A Historic Overview), C Carvalho  
 Sustaining Churches Through Managing Tourism: A Review of Current Practices in Derbyshire, England, P Wiltshier  
 Porto and Emotion: The St. John's Celebrations as a Special Interest Tourist Experience, S Ribeiro  
 Formulating a Strategy and an Action Plan for the Accommodation of Pilgrims and Religious Tourists in the Sanctuary-city of Fatima (Portugal), M Santos

Religious Tourism in the Central Tourism Region of Portugal: the case of Bussaco, I Leitão  
Online Communication of the Catholic World Youth Days, L Cantoni, M Stefania & S De  
Ascaniis

Attracting Tourists, Who Seek Contemplation, to Religious Sites in the Province of Limburg,  
The Netherlands, M Niesten

Source : Griffin and Raj (2012)



In June 2012, the Fourth Expert Meeting of the group entitled *Not Losing the 'Pilgrimage' in the Pilgrimage Tourism Experience* was held in Maynooth, Ireland where 17 papers were presented. Highlights (in addition to the academic papers) included a concert of Irish influenced liturgical music in the wonderful College Chapel by Fuaimlaoi and a fieldtrip to Clonmacnoise, including a boat trip on the Shannon (see picture), followed by dinner. Already discussions are taking place with a number of journals regarding the dissemination of these papers to the wider academic world.

Looking to the future, Kevin Griffin as Chair of our research group will represent us (and ATLAS) in October as a keynote speaker at the Sustainable Religious Tourism conference in Lecce, Italy. And finally, a date for your diary: plans are currently under way to hold our next Religious Tourism and Pilgrimage Research Group workshop in Malta late next June. Notification will be sent via the usual ATLAS channels



*No reports are available from the following SIGs:*

## **Tourism and Embodiment Research Group**

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## **Gastronomy and Tourism Research Group**

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## **Sports Tourism Research Group**

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## **Volunteer Tourism Research Group**

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## **Independent Travel Research Group**

*Kevin Hannam  
University of Sunderland  
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kevin.hannam@sunderland.ac.uk*



## ATLAS new publications

Palmer R. and Richards G. (2007, 2009, 2011)  
*European Cultural Capital Report*. Part 1, 2 and 3.  
Arnhem: ATLAS, Part 1: 70 pp. Part 2: 83 pp. Part: 92 pp.

Richards G. and Rotariu I. (eds) (2007, 2010, 2011)

- Sibiu European Capital of Culture 2007. Sibiu: 63 pp. ISBN: 978-973-739-525-2.
- The impacts of the 2007 European Capital of Culture in Sibiu. Sibiu: 84 pp. ISBN: 978-973-739-954-0.
- Ten years of Cultural Development in Sibiu: The European Cultural Capital and Beyond. Sibiu: 86 pp. ISBN: 978-606-12-0104-2.

Duim R. van der, Zellmer K., Kloek M. and Saarinnen J. (eds) (2007, 2008, 2010) Thematic proceedings of ATLAS Africa conferences

Volume 1: Tourism and Nature in Africa (160 pp.)

Volume 2: Local communities and participation in African tourism (117 pp.)

Volume 3: Aspect of tourism in Kenya (117 pp.)

Volume 4: Tourism, nature conservation and wealth creation in Africa (74 pp.)

Volume 5: New avenues for tourism and wealth creation in Africa (118 pp.)

Volume 6: Tourism for development: Environmental sustainability, poverty reduction and empowering communities (138 pp.)

Volume 7: Tourism, tourists and sustainability development in Africa (118 pp.)

Edwards J. and Vaughan R. (eds) (2010) *Destinations revisited*. Proceedings of the ATLAS conference, Viana do Castelo, Portugal, 2007. Part 1,2,3 and 4.

Part 1: Visitors

Part 2: Attractions

Part 3: Cultures and cities

Part 4: Destination management and Marketing

Smith M. and Onderwater L. (eds) (2010) *Mass tourism vs. niche tourism. Reflections 2010*. Arnhem: ATLAS, 115 pp ISBN: 978-90-75775-40-2.

Smith M. and Onderwater L. (eds) (2011) *Landscape and tourism: The dualistic relationship. Reflections 2011*. Arnhem: ATLAS, 63 pp ISBN: 978-90-75775-52-5.

Smith M., Onderwater L. and Veldman J. (eds) *Re-creating the Global City: Tourism, Leisure and Mega-Events in the Transformation of 21<sup>st</sup> Century Cities. ATLAS Reflections 2012*. Arnhem: ATLAS, 92 pp ISBN: 978-90-75775-54-9

### To be published this year:

Dodd D., Palmer R. and Richards G. (2012)  
*European Cultural Capital Report*. Part 4.

Griffin K. and Raj R. (2012)  
*Reflecting on religious tourism and pilgrimage*

<http://shop.atlas-euro.org>

