



Environments of Exchange: Leisure and Tourism

ATLAS Reflections 2013

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Introduction

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Dear ATLAS members

This has been my first year as coordinator of ATLAS and I am looking forward to chairing this year's conference in Malta. The 2013 ATLAS Conference in Malta will explore leisure and tourism as an environment of exchange. Leisure and tourism have become major arenas in which exchange of ideas and different forms of value (economic, social, and cultural) can take place. The conference will discuss issues of exchange in and through tourism and leisure in all its types and settings.

The conference theme is inspired by the fact that in 2018, Valletta (Malta) will be European Capital of Culture, a project labelled as V.18. Malta is now mapping out the way forward towards implementation of their plans for attaining excellence and inclusion through a creative, innovative and dynamic programme. The 2013 ATLAS conference is informed by the objectives and the 4 central themes of V.18 (*Generations, Islands, Routes and Cities*) and will be an important step in this process as it tries to imagine and discuss the role of leisure and tourism in the creation of conditions for different types of exchange. We are very grateful to the ITIS Malta Tourism Institute for hosting this conference and especially to Mark Ransley for all his relentless efforts to make this conference a success.

Challenges and prospects

The economic recession and the many cuts being made to university budgets in many European countries, have clearly negatively influenced the number of ATLAS members and the number of participants to ATLAS conferences. Our conferences in London and Malta had to battle with numbers, and therefore became smaller but also more focussed. For example, during the Malta conference the ATLAS Events Group and the ATLAS Cultural Tourism Group organise a workshop stream on *Monitoring and Evaluating Cultural Events*, in conjunction with the European Cultural Capital organisation for Valletta 2018 and Eindhoven/Brabant 2018 (former candidate city). The results of the workshop will be used to inform the evaluation exercises in both cities, and will also be used as input for an international publication on this subject. In order to attract new scholars to ATLAS, the Malta conference again hosts a PhD colloquium and also a second special track on *Tourism and landscape*. This track is organised by ATLAS and ECLAS (European Council of Landscape Architecture Schools) and offers a new opportunity for leisure and tourism experts to exchange knowledge, ideas and approaches with landscape architects and planners as to explore what landscape architecture can contribute to leisure and tourism developments and what leisure and tourism experts can contribute to sustainable landscape development. The aim of this workshop stream is to build an interdisciplinary network on leisure, tourism and landscape; a network that can result in joint research and educational initiatives. During the next conference in Budapest in 2014 we will organize similar tracks based on cooperation with other networks and

organisations to make the conference programme even more attractive to current and potential new conference participants and members.

The 2013 introduction of a new logo and name for ATLAS (ATLAS is now officially the Association for Tourism and Leisure Education *and Research*) also exemplifies our aspiration to rejuvenate some of our other activities. We made a start with this during an extra Board meeting in Amsterdam on 12 April 2013. Here we discussed the results of a survey, executed by Guido Klep of Wageningen University, to find out what members think of ATLAS. A total number of 109 respondents returned the questionnaires. Almost 80% of the respondents were from Europe and most respondents were lecturer (60%) or researcher (20%) or combined these 2 tasks. More than 80% work in the field of tourism. Respondents clearly value the networking opportunities, the ATLAS conferences, and the research opportunities. Most respondents have attended between one and six conferences, and conferences are valued as good (4 on a scale of 1-5), because of the conference topics and the ability to network with colleagues. The research results clearly show that over the years ATLAS has become a reputable organisation.

But there is room for improvement. The main suggestions were the improvement of the response time and feedback (especially on the status of conference abstracts) of the secretariat of ATLAS and an update of the discussion list. Its purpose is unclear and many respondents stated that it offers information instead of discussions. Respondents also requested more and better information about the Special Interest Groups (SIGs), (new research) projects, and publications and indicated that ATLAS should better communicate its core values. The Board reaffirmed these values of ATLAS of being a global operating 'network', which offers an open and supportive, non-competitive and non-hierarchical environment, which allows established and new researchers to flourish side-by-side and with mutual support. To increase its global reach (now concentrating on Europe and Africa) the Board will invest in the development of an ATLAS Americas chapter. To increase and guarantee the scientific output, apart from the ATLAS publication series, partnerships with existing journals or publishers will be sought. To boost visibility and information to members, ATLAS recently also created its own Facebook page and LinkedIn Group. The Board also revised the number of Special Interest Groups, which still constitute one of the core activities of ATLAS. New activities and prospects will be discussed during the Board meeting in Malta and I welcome suggestions and ideas from members.

A word of thanks

Finally, I first want to thank Melanie Smith for coordinating ATLAS for so many years. She definitely left a special kind of legacy, on the academic as well as the social side of ATLAS, and it will be very hard for me to follow her footsteps. Secondly, I thank Leontine Onderwater and Jantien Veldman for their work and support. Without them ATLAS would not last. And the same applies to the members of the Board and the members of ATLAS. Only with your help, ideas, initiatives and enthusiasm, ATLAS will sustain and flourish.

René van der Duim
Chair of ATLAS

Social Tourism: An underdeveloped landscape of exchange

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Abstract

Everyone has a right to participate and enjoy the benefits of leisure and tourism, however not everyone has access due to economic, social, legal, cultural, technological, physical, and mental limitations. This paper will present a case for social tourism and will discuss how it can create an environment that is conducive to various forms of exchange ranging from the economic, socio-cultural as well as technological benefits, both in the short term as well as the long term. The recommendations and conclusions are based on a comprehensive literature review together with primary research which took place in six partner countries. This included focus groups with various stakeholders, best practice case studies, and study visits. As a result of this research a training programme has been designed and the pilot training will be delivered in early 2014. The study concludes that social tourism can be a driver that provides value to all: tourists, support centres, tourism operators and communities based on the premise of sustainability and responsibility. It will create opportunities of exchange for persons, who to date have been excluded from the leisure and tourism industry.

Social Tourism: an under-developed landscape of exchange

The ATLAS Conference in Malta, has as its main objective, the exploration of the theme of leisure and tourism as a context for exchange. The V18, Valletta European Capital of Culture 2018 inspired this theme as “Malta is now mapping out the way forward towards implementation of their plans for attaining excellence and inclusion through a creative, innovative and dynamic programme” (ATLAS Conference Programme, 2013). If one takes a cursory look at the projects which are underway for this national event, one can note that the creative exchange and the synergy which is being developed is unique. It is perceived that this will be a major breakthrough for the Maltese Islands, as persons from all walks of life, different disciplines and ideologies come together to give their contribution. However this raises the concern: how inclusive are these and other similar events? Will the deprived sections of the Maltese population and their ‘foreign’ counterparts as potential tourists, feel that similar events and places are spaces where they will feel comfortable and accepted, that they will want to visit, and that they want to be part of? In addition, one may ask, what about Malta as a tourist destination, before and after V18?

Not everyone can participate in Leisure and Tourism. “Tourism is an activity that is highly concentrated among affluent, industrialised nations” (Boniface and Cooper, 2009:22). Boniface and Cooper (2009) further explain that for many disadvantaged groups in industrialised countries, “participation in tourism remains and unobtainable luxury.” This is confirmed by the latest Eurostat statistical data, which indicates that the rate of poverty (EU-27) stood at 23.3 per cent in 2011 and unemployment, has

grown from 7.1 per cent in 2008 to 10.5 per cent in 2012. In 2011, 24.2 per cent of the EU27 population were at risk of poverty or social exclusion. In the case of children aged under 18, 27 per cent were at risk of poverty or social exclusion: one in three of these have a migrant background.

These persons fall into at least of the following three brackets: firstly the persons at-risk-of-poverty live in a household with an equalised disposable income below the risk-of-poverty threshold, which is set at 60 per cent of the national median equalised disposable income (after social transfers). The equalised income is calculated by dividing the total household income by its size determined using the following weights: 1.0 for the first adult, 0.5 for each other household member aged 14 or over and 0.3 for each household member aged under 14. The second bracket is composed of severely materially deprived persons in living conditions constrained by a lack of resources and experience at least 4 out of the 9 following deprivation items as they cannot afford the following: to pay rent/mortgage or utility bills on time, to keep home adequately warm, to face unexpected expenses, to eat meat, fish or a protein equivalent every second day, a one week holiday away from home, a car, a washing machine, a colour TV, or a telephone (including mobile phone). The third bracket is made up of people living in households with very low work intensity such as those aged 0-59 who live in households where the adults aged 18-59 on average worked less than 20 per cent of their total work potential during the past year. Students were excluded from this last group of statistics (EUROSTAT).

Data indicate that, after appropriate adjustments of tourism infrastructures, 70 per cent of disabled people could travel under favourable conditions and this is quite relevant in a progressively aging European society. Considering, moreover, other sources like One-Stop-Shop for Accessible Tourism in Europe (OSSATE) and International Social Tourism Organization (ISTO); they suggest that the potential catchment area could comprise 134 million people, between people with a physical and mental disability and the elderly. These indicators send a strong negative message to the travel industry and destinations that holidays may become a luxury for an ever increasing portion of the EU population.

Concerning the reference to political strategies and priorities, the theme of social tourism is mentioned a number of times at European level. For example, the European Economic and Social Committee voiced its opinion on “Socially sustainable tourism for everyone” in 2003 and in 2006 on “Social tourism in Europe” (2006/C 318/2). The European Commission has taken different steps in this direction, the most important being the creation of the Calypso project (<http://www.bits-int.org/en/index.php?menu=75&submenu=151>), linking social tourism to the sustainability agenda and the general competitiveness of European tourism, underlining also the potential economic contribution of this kind of activity through job creation and enhanced visitors’ spending multipliers. This action falls within the general objectives set by Calypso, which aims to combat fluctuating seasonal touristic patterns, through the function of social policy of tourism, development of economic activity and growth. Furthermore it hopes to increase the sense of European citizenship, as well as giving importance to the demand-side and the social perspective of tourism.

For this reason, so as to be in line with the EU2020 Strategy, where Europe is to reach different and predetermined goals such as a smart, sustainable and inclusive growth, the main purpose of SoTo is to train and educate different operators in

relation to the social and touristic inclusion of every person, thus, contributing to an inclusive growth. This is reflected in the Calypso philosophy:

“In promoting access for groups for which going on holiday has progressively become more difficult, social tourism strengthens the tourism industry's revenue generation potential. Social tourism aids mobility and enables off-season tourism to be developed, particularly in regions where tourism is highly seasonal. Accordingly, social tourism encourages the creation of longer-lasting employment opportunities in the tourism sector, in line with the Lisbon Strategy, by making it possible to extend such jobs beyond the respective peak season.” (McCabe n.d)

At a European level various studies have been produced, especially in the last decade or so, focusing on this phenomenon and its impacts on economic and social fields. However few actions have been taken or implemented concerning education and training on social tourism, especially for those who run touristic activities on an everyday basis and for those social entrepreneurs working with groups of people that social tourism wants to involve.

To address these growing phenomena, especially due to the recent austerity measures, a new European Union project is underway - Socializing Tourism (SoTo) is a project co-financed by the European Union within the Lifelong Learning Programme (Leonardo - Transfer of Innovation), in which the University of Malta - Institute for Tourism, Travel and Culture is a partner. SoTo answers to the growing interest of different actors regarding the which could be involved in social tourism and tries to implement the general principle of “right to tourism for all”, especially in this moment of crisis, in which local territories and communities are experiencing a decrease in tourism income, along with strong economic and occupational losses. New and innovative actions for tourism and hospitality will offer local communities an additional tool for territorial brand valorisation, particularly important in this moment of crisis when tourism is becoming a luxury for many. Given the lack of specific vocational paths on this issue the aim is to create a user friendly training model addressed to tourist operators, social entrepreneurs, private and public local actors in the field of tourism.

For this reason SoTo plans to provide a training model which incorporates a number of aspects, from the technical, to the more relational competences. The training courses will cater for a wide selection of entrepreneurial and social actors - one of the innovative aspects of the action. In this context, SoTo will invest in the development of competences for personalized planning of services matching the expressed needs of visitors, in an effort to intercept all those groups excluded by traditional tourism.

The new and innovative actions for welcoming and receiving, features which are inspired by social tourism, will offer an additional tool to the local community for the valorisation of the territorial brand, especially in this moment of crisis when local territory and community are experiencing a decrease in touristic incomes, besides strong economic and occupational deficits. Another key aspect to be considered is the passage from marketing to societing. Quoting Professor Bernard Cova (2002, 2013), where societing stands for the study of the new productive function of consumers, with their capacity to produce social and symbolic connections around goods and to make this contribute to value generation for enterprises, but also to promote a collective and participative vision of local development.

The SoTo research report aims to provide for recommendations and conclusions which are based on a comprehensive literature review together of the state of the art of adult education in Europe on social tourism, research and good practices, with documentation on national frameworks provided also by partners. Primary research took place in six partner countries and included an integrated working methodology which combined theoretical analysis with qualitative research and hands-on activities, based on a participative and bottom-up approach. This was meant that there was active involvement - at all stages, of all the relevant actors, either project partners or external stakeholders. that combined focus groups with various stakeholders, best practice case studies, and study visits. As a result, a training programme has been designed and the pilot training will be delivered in early 2014 in Greece, Italy, Malta, Poland, Romania and Spain.

Malta

“Social tourism is an established part of the tourism sector in many European countries” however great variations exist across Europe in the scale, emphasis and direction of social tourism practice (McCabe, Minnaert and Diekmann, 2012:1). However, in Malta, social tourism (both International as well as domestic) is still not on the menu. Malta offers many forms of tourism niches: cultural, diving, gastronomy, sailing, including packages for the elderly, English learning holidays for youths and backpacking (which may be considered as social tourism), however these offers do not have a “social” element. The European Union, through Calypso and other similar projects, places social tourism on high priority, however in Malta authorities do not cater for the local outgoing market. Apart from a few specialised trips offered through agencies such as Inspire, the bulk of what may be considered as social tourism takes the form of traditional Pilgrimages to holy places for the sick and infirm, and are catered for by Religious or Charitable Institutions. There is no “real” social tourism on offer or some form of Intuitional framework for it. The focus groups in Malta, revealed that the majority of the stakeholders that are involved in respite care did not even imagine that their patients and their carers could have a much need break through social tourism mechanisms. As regards the incoming market, many will argue that Malta does cater for elderly tourists in the shoulder and low season, or that Malta offers diving trips for physically challenged divers, but this is not enough as it takes place on a purely commercial basis and can only be offered to persons that have the economic propensity to demand it. In addition, it is limited to the occasional group trip offered by voluntary organisations. Through the author’s research about travel from Great Britain to Malta, social tourism for older persons, is available to members of veteran or Masonic organisations, Workers Unions or welfare Institutions. Other charitable institutions also offer social tourism travel to Malta to other disadvantaged persons such as the long-term unemployed with young children.

The Calypso project aims to promote off-season tourism, particularly in established tourism destinations, which are highly seasonal, or relatively unknown, small or emerging destinations, to promote their touristic offer amongst a wider spectrum of the European population. However, this is a myopic way of looking at social tourism. To be holistic it should aim to allow the benefits of tourism to be captured by a larger segment of the resident population that includes disadvantaged groups. Therefore, for the benefits to be felt by both the tourists’ and hosts’ population, that are disadvantaged in some way, the concept and therefore the definition of social tourism must be changed. Just as society changes according to new realities, then even the current definition of Social Tourism must change.

Social Tourism should not be the centre or the primary focus – it should be the driver that enables the benefits of Tourism to be accessible to all members of society. The benefits must not be short-lived. They must be of a long duration. Responsible and sustainable tourism is the key. It is imperative that they are not used as a form of green washing or to further purely commercial gains but must be integrated into what is known as the Triple Bottom Line (TBL or 3BL). The precursor to the Triple Bottom Line was based on a phrase coined by John Elkingtonin (1995): “people, planet, and profit”. This captured the values and criteria for measuring success in the social, environmental and social spheres. This approach should ensure that everyone benefits from social tourism – not just by providing accessible tourism for disadvantaged potential tourists, but by also making the benefits of tourism accessible to all, regardless of the differences. This is especially useful for Social Enterprises which are run as “not for profit” as the profit that is generated is ploughed back into the community through the enterprise which could employ persons who are categorised as “unemployable” because of limitations such as a mental or physical disability, ex-prisoners or immigrants. Fair Trade and Ethical Trade organisations also used the TBL as their business model. At the moment Malta does not have the legislative framework for Social Enterprises, and therefore cannot benefit from the advantages that could be garnered by the third sector, or Social Economy.

Community Benefits

Traditionally regional tourism development focused on the tangible aspects such as job creation, tourist arrivals and increasing land values, but this approach ignores the community aspect of tourism development (Avellino, 2009). Innovation and sustainability need to factor in the social and cultural capital (Avellino, 2009). Macbeth, Carson, and Northcote (2004) argued that regional tourism development has much to gain from having a strong Social, Political, Cultural Capital (SPCC) foundation as both SPCC and Tourism rely on each other and contribute to each other. They also list a number of benefits that SPCC can contribute to tourism development, such as an improvement in a community’s sense of well-being, which in turn increases the community’s receptiveness to tourism, which is then returned to the community as a benefit. Secondly there is the benefit of a communication flow within the community itself and between the community and the industry – thus providing for an enhanced decision-making process in the course of Tourism development, as the community would have contributed to the same process (Macbeth et al., 2004). Thirdly, the facilitation of the transaction process, with the inherent reduction of costs due to increased productivity when social networks are tapped, or when cooperation and coordination between these same networks is implemented especially when the knowledge (cultural capital) is accessed through these networks (Macbeth et al., 2004). Fourthly, the participation in the generation of cultural activities that also attract visitors and which gives the local community a sense of character that in return fosters “return visits”. In rural regions, SPCC can add to what some theorists refer to as “countryside capital”, that is, the unique environmental, economic, cultural and social characteristics of regional communities that make them attractive as “countryside” destinations (Slee, 2003 in Macbeth et al., 2004).

Malta could be well to see how other similar Mediterranean islands have benefited From social tourism. One recent successful case study, was presented at the SoTo conference in Rhodes on the 10th October 2013. The Vice Governor of Tourism Employment and European Affairs, Mr Eleftheria Ftaklaki, informed the delegates

about the positive contribution that social tourism had made to the local Hellenic economies. Before the social tourism program, the Hellenic Chamber of Hotels had noted that 6000 persons had lost their jobs due to numerous small hotel businesses closing down. After the social tourism programme was implemented, the same chamber noted that for every one euro spent by the state, the overall revenue was five euros. This is a clear indication that social tourism offers significant support to the local economies. The South Aegean Region, which encompasses 48 islands, set out to extend the tourist season by focusing on developing social tourism as an alternative form of tourism, targeting groups such as seniors, students and persons with disabilities. They involved all the local municipalities and tourism institutions within both the public as well as the private sector so as not to rely on the Government, which has fiscal issues to deal with. They also invited SoTo to initiate a training programme and a task force to help them to consolidate their strategy based on Social tourism.

Conclusion

Historically Social Tourism tended to be associated with sub-standard hostels, holiday camps for disadvantaged persons, or visits to pilgrimage sites for the elderly or infirm persons. Over sixty years ago, Hunzicker (1951:1) had defined social tourism as “the relationships and phenomena in the field of tourism resulting from participation in travel by economically weak or otherwise disadvantaged elements in society”. This attached a form of stigma with it, as recipients of a social tourism holiday or break, would not want others to know about it. However the perception today has changed. It has become acceptable: the SoTo research showed that in the partner countries of Romania, Spain and Greece it is in high demand. Today, the perception is that it is “Tourism with an added moral value, which aims to benefit either the host or the visitor in the tourism exchange” (Minnaert, Maitland & Miller, 2007). SoTo case studies indicated that Governments and agencies which promote social tourism are trying to reach out to those pockets in society that feel socially excluded. “Social exclusion refers, in particular, to inability to enjoy social rights without help, suffering from low self-esteem, inadequacy in their capacity to meet their obligations, the risk of long-term relegation to the rank of those on social benefits, and stigmatization” (Rodgers, G., Gore, C., & Figueiredo, J.1995:45). This means that it now takes into consideration both the tourists as well as the host community. By offering reduced prices and holiday vouchers, host localities and destinations in decline can be given a new boost as these would be supported economically in the low and the shoulder seasons, which would mean that seasonality is avoided or smoothed out. Social well-being can be generated through the economic activity at the destination especially during the low season, which could encourage local population to remain in their home region as they would not need to leave to seek employment elsewhere. It also gives the locals a sense of pride as well as a market for their locally produced goods and services to different social groups or through the provision of hospitality to those less likely to otherwise travel.

Social tourism is not just about creating an opportunity for persons to access destinations that they would not normally be able to visit. It must be more than that. The visitor can be exposed to the host – together they come to a shared understanding, a shared responsibility, a respect that gives valorisation to the touristic elements as well as the everyday life of a place. It is the driver for the exchange of ideas, culture, customs, political views, and a plethora of other areas of

interest, which could be explored by persons, who, without social tourism initiatives, would have never been able to take place.

This paper was based on research carried out for the Socialising Tourism Project, Leonardo DOI SoTo - "Socializing Tourism, integrated training course for social tourism" N. of project: 527466 – LLP – 1 – 2012 – 4172/001 – 001, the findings of which have been presented in the document 'State of the Art Research Report' by Marie Avellino at the University of Malta. Permission must be sought prior to citing this paper.

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Creating relational tourism through exchange

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Abstract

Tourism, like many other cultural and social phenomena, is based on exchange. It is perhaps not surprising that Malta, long a centre for trade and social exchange, has become a focus for the social exchanges promoted by tourism and other forms of long-term mobility. Exchange is also a major theme for the European Capital of Culture in Valletta in 2018. This paper looks at the ways in which the concept of exchange has changed in a globalising world, particularly as it problematizes traditional concepts of 'host' and 'guest'. In particular, attention is paid to how the concept of 'local' culture is replacing 'authenticity' as the touchstone of real tourism experience. What does it mean to be local, or to 'live like a local' in Malta, or anywhere else?

Introduction

An important theme for the Valletta 2018 European Capital of Culture is exchange. As the Valletta 2018 bid book says:

Born within both Europe and the Mediterranean and occupying a central strategic position, Malta is a place of diverse cross-cultural exchanges, whether for trade, tourism or even as a refuge. However not all of these encounters are necessarily comfortable ones.

Although the most uncomfortable encounters have come in recent years with the flood of refugees from Africa, in the context of the current conference the theme of tourism exchanges has been central. Tourism has always been about exchange. Tourism has been a vehicle for exchanging ideas, lifestyles, culture and money. Like many forms of exchange, however, the exchanges stimulated by tourism are not always equal or equitable. Much of the tourism literature on development, for example, was focussed on the unequal exchanges between hosts and guests, with the tourist guests usually seen as coming out on top of their local hosts.

In the service economy, tourism became a major source of economic growth, because at its most simple level, it involved exchanging tourist money for services provided by locals. This situation was analysed in some detail in a Maltese context by the anthropologist Jeremy Boissevain, who in spite of the obvious temptations to join the detractors of mass tourism, tended to take a more sanguine view of the exchanges in Malta.

He identified six circumstances peculiar to Malta that enabled this small island to benefit from tourism to a greater extent than some other destinations:

- Not having all their eggs in the tourist basket
- A relatively high standard of living
- An outward-looking attitude as a result of a long, reasonably friendly relationship with the British
- A tradition of service
- A high population density, which has permitted the Maltese to absorb a large tourist population
- The government intention to dominate the tourist industry

The Maltese are perhaps not the classic hosts of anthropological theory, cast helplessly to their fate by a rapacious international tourism industry.

The Maltese view of tourism has developed with a more equal, and equitable view of the relationship between host and guest, that has perhaps facilitated the transition to the modern network society better than some other destinations. It was in Malta, for example, that the concept of 'relational tourism' came to fruition. "Integrated Relational Tourism" (IRT) 'is based on the interaction between the traveller/tourist and the local people which provides material and immaterial gains.'

This is a departure from traditional tourism, offering the tourist the possibility to immerse himself and taste local culture and traditions in the particular region or locale he/she is visiting.

Today's tourists prefer "to be" rather than "to have", and therefore they want to become part of the daily life of the places they visit, and want their journey to be a source of knowledge and leisure. The tourist reclaims the old function of journey, intent on widening his knowledge of the surrounding territory, while respecting the social and cultural equality of other populations. The tourist seems less interested in the traditional sites of mass tourism, which has damaged local identities. More and more tourists prefer less known sites and inland areas where outside influences have had little influence on local culture and folklore.

This has many parallels to the concept of 'creative tourism' that has also become popular in recent years (Richards, 2011). If one analyses what relational or creative tourism gives people, it is based on exchange – the exchange of knowledge, skills, ideas, culture, etc. In the early forms of creative tourism this was often encapsulated in specific learning experiences such as workshops and courses, but it is increasingly now bound up with the idea of immersion in local culture and creativity, or the concept of 'living like a local'.

This is perhaps the ultimate example of relational tourism – 'being' rather than 'seeing'. The growth of home exchange systems and hospitality exchange systems such as couchsurfing underlines how popular the 'living like a local' concept has become (Andriotis and Agiomirgianakis, 2013). The irony of this, however, is that this form of local experience has been supported by the growth of global networks. Without Internet exchanging lives with other locals would be much more difficult. Via Internet, however, we can easily become a local elsewhere.

Becoming local

But this also begins to call into question what 'local' actually means in the context of a globalising, or perhaps more accurately a glocalising world? As Urry (1995) explains, the idea of being 'local' is a theoretical concept that can take on many different meanings. In fact, as Urry argues, 'what seems a relatively simple notion, the "local", is in fact really complex and involves analysis of a mixture of social and spatial processes' (p. 73).

In many ways, the 'local' has become the new authenticity. At one stage we could assume fairly simplistically that people were in search of 'authentic' experiences through tourism, as MacCannell (1976) outlined in the social process of attraction creation. However, later work unpicked the modern process of authentication into a series of different models or concepts of authenticity that vary considerably from one individual to another. The most extreme form of this shift was evident in the emergence of the 'post-tourist' (Rojek) for whom deliberately consuming 'inauthentic' tourist kitsch was that best way of confirming one's individual authenticity.

As the semantic power of authenticity waned, so appeals to the 'local' began to gain momentum. As mass tourism turned resorts and city centres into globalised, inauthentic leisure playgrounds, so the informed tourist increasingly went in search of the 'real', 'local' places to be found on the periphery of established tourist circuits, as Maitland describes in the case of inner city London. Vernacular culture began to be praised as the original, the resistant form of culture, standing up to the onslaught of gentrification, as in Sharon Zukin's praise for the 'Naked City' of New York. It is easy to assume that what was identified as 'vernacular' was original and local in origin. The term 'vernacular' was used to refer to 'cultural forms made and organised by ordinary, often indigenous people, as distinct from the high culture of an elite.' The appeal to the indigenous is important here, because it presumes an originality, a long-standing bond between a group of people and a particular place. Such presumed bonds also lie beneath territorial claims – 'we were here first'.

Going Local Travel

A BLOG FOR TRAVELLERS LOOKING TO BREAK OFF TRACK

Personally, I don't think there should be too many rules or lines. As soon as you try to define 'local', you get yourself into problems. How long do you have to have lived in a place to be considered local? Or is it less about years, more about lifestyle? If you use a travel-networking site and meet a rich Argentine who lets you stay in their penthouse and takes you to the polo, does that still count as getting 'the local perspective'? Or perhaps just 'a' local perspective? Or is local travel more about where the money goes? And, in that case, how much of that has to be kept in the local economy for a place to be considered a 'local company'?

Responsibletravel.com

Just how exceptional would you like your holiday to be? From day one in 2001, we realised something incredibly simple. If the people who ran your holiday lived and worked in the destination and really loved it they would care about giving you a different kind of experience - something really exceptional.

No matter what type of holiday you choose travelling with our partners is more than just a brief stay somewhere - it's a real connection with the people, the landscape, the culture, the food and the environment. They want you to feel a little like you really live there for a short while, and can enjoy the peace and quiet or the pace and excitement of the place as much as the people who really live there do.

We call this travelling like a local.

But in a globalising world such claims are harder and harder to prove. Who is really from here? How long do you have to have been in one place to be indigenous? This means that the concept of locality is not usually referred back to some historical past, but rather referenced in terms of the here and now; people who live in a particular locality. For tourists of course, this is often a practical solution, because they often do not have the skills or knowledge necessary to make distinctions between different groups of people who live in the localities they visit.

The new cultural intermediaries

This produces an interesting effect, where the 'local' can suddenly be from anywhere. When ATLAS was researching the mobility of tourism labour in the 1990s, for example, it became clear that one of the biggest challenges facing a number of destinations was finding enough 'locals' to fill front line positions (Richards, 2003). So in Dublin, for example, the hotel receptionist is just as likely to have been born in Latvia as somewhere in Ireland. While the local tourist board might worry that tourists are not being greeted by 'natives', it has opened up a range of interesting new possibilities. In fact, what the increasing mobility of labour has done is to make it possible for anybody to be from 'here', or to be a local. This physical mobility is also closely bound up with growing virtual mobility, which makes it easier to gather information and form relationships with places even before we arrive. These mobility effects are having a considerable impact on the way in which tourism, and the relationships it develops, is being shaped.

Your local guide is no longer always 'indigenous', but is often a cultural intermediary from elsewhere. The essential skill is the ability to communicate, the authenticity of the content is often secondary. For the post-tourist the desired form of delivery is 'cheeky' or 'ironic' in any case, so 'truth' and validation become secondary to a good yarn. Vernacular culture these days is no longer 'from here', but a 'mash up' of interesting bits and pieces, much like the Internet itself:

You see a lot of what I would now call vernacular culture on the Internet; people sort of slamming together something in a weird way on YouTube. You know, it's... sure there are people who are calculating about it already and trying to create either a reputation or a career for themselves in some way. But there are a lot of people just sort of making stuff because it's like a way to almost just blurt something back at this world that's so loud and full of stuff; noise, art and commercials and junk and argument and they're sort of like making some argument back, here is something. I like that. That's vernacular culture to me. (Lethem, 2013).

The system of socialised meaning that underpinned cultural tourism, for example, has given way to a much more democratic, if chaotic, system of authentication. It is a relatively flat system in which almost anybody can gain authority by attracting attention from others. In this new landscape of authenticity the 'live like a local' concept develops two different dimensions of authenticity simultaneously. The local, who lives in a particular place, is deemed authentic because of location or context – living in the destination. At the same time, living like a local involves the development of existential authenticity by the tourist. This system also implies a relationship between the tourist and the local. Not just experience, but also 'being' the local. So tourist and local subsist not just in a host-guest relationship where roles are clearly defined, but both parties are needed to confirm the other's authenticity – the tourist confirms the authenticity of the local lives they lead for a while, and the local in turn confirms that this is indeed a local life.

The interesting new dimension of this authenticating system is that it happens directly, without the need for intermediaries (although bloggers try hard). Whereas the travel industry used to be the major entrypoint, now locals themselves can facilitate access by putting their flat on couchsurfing.com or acting as a Greeter. User-generated content is replacing the guide books and other 'official' sources of information as the authenticating agent for the local.

As Gordon (2008) puts it, we are seeing the emergence of a plethora of 'placeworlds'

The global reach of the user-generated Web is the product of an accumulation of local information. With millions of users contributing very specialized information and documentation of their daily activities, the result is an unprecedented interlinking of local spaces. Even when user-generated content is not local in origin, there is considerable motivation to locate it. As an example, the photo sharing system, Flickr, has a feature that enables users to plot any photograph on a Google map.

Human beings, whether connected to the Internet or not, continue to communicate preferentially with people who are geographically proximate than with those who are distant. Nevertheless, people who are connected to the Internet communicate more with people who are geographically distant without decreasing the number of local connections.

The 'insider tip', that priceless marker of authenticity used to be purveyed by guide books such as Lonely Planet (Spriezhofer 2002). Now the insider tips are given by 'real insiders' – the locals who live in a destination. This shift represents a fundamental change in the location of local knowledge. Instead of being made explicit through global publishing networks, it is now broadcast through 'local' user-generated content, which could be seen as reclaiming this information for the 'local'. In fact, as Gordon (2008) outlines, the insider tip and other information about destinations now has a 'network locality', which is

premised on the fundamental reorientation of the user within digital networks in relation to content, spaces, and other users. The restructuring of local situations is relational. The person still exists in the house, block,

neighborhood, and city, but the relationship between the user and the information used to assemble those concepts has changed.....

We now have access to nearly everything — entire music and film catalogs, archives of news stories and commentary on those news stories, a massive encyclopedia magnitudes larger than Britannica, and social networks in address books, buddy lists, and friend groups. As computing leaves the desktop and extends to laptops and mobile devices, local space is wherever we happen to be.

So if the local is accessible everywhere, ‘being’ or ‘living’ like a local must have to do with local practices and local knowledge. Not just the fact of network locality, but the fact that knowledge of the locality, local knowledge is produced through particular practices. The tourist who is ‘living like a local’ is seeking to acquire the knowledge and consumption skills that will enable them to become a practiced local.

We used to take our (physical) stuff with us, our food, our newspapers, our pubs, and just replicate them physically in the destination. Now that we have been freed from stuff by the Internet, and globalisation has also made our physical stuff ubiquitous, we are effectively also free to engage in the local, safe in the knowledge that it will not engulf us. So the construction of the local, of specific placeworlds, becomes a different kind of task, in which a wider, networked community is able to participate.

New local placemaking

This new networked form of placemaking opens up new possibilities. Whereas the shift to cultural tourism was marked by the migration of art historians to tourism in order to translate cultural capital into economic capital, we are now seeing the emergence of the ex-pat as a new cultural intermediary. Cultural capital in terms of the tourist is added to local knowledge (however limited) to produce new formulations. Very often these exploit specific ‘gaps’ between the locality and the origin of the tourists.

For example in Barcelona there is a wide range of services that are aimed at tourists, long stay visitors or ex-pats by other ‘paralocals’ who have been in the location a little bit longer than their clients. The most visible of these involve different forms of transport, which often integrate cultural forms of the ‘host’ and ‘guest’. For example there are a number of bike hire firms that have sprung up, often run by Dutch expats. The Dutch bring their extensive knowledge of bicycles with them, and apply this to the Barcelona content. Until recently the practice of bicycling was alien to Barcelona, where the locals preferred scooters. The importation of this Dutch practice came about largely thanks to Dutch ex-pats who were aware of their compatriots’ desire to bike around the city. For example Dutch company Baja Bikes offers bike hire using Dutch bicycles with the option of Dutch language tours, guided by a ‘Dutch-speaking local’ (in other words a Dutch ex-pat). They also offer tours in English guided by ‘an English local’. For German ex-pats, not famed for their knowledge of bikes, there are other options. A German launched the company Cooltra, which hires scooters and rollerblades, in 2006. ‘The idea was to lure young travellers off the city tour buses and on to the same mode of transport used by locals’ (Mulligan, 2010). German ERASMUS student Steffi Witt is one of the tour guides, who says: ‘I

am not a cultural guide, I take my groups around as if they were friends visiting me. They see the city through my eyes and get a lot of insider tips’.

An interesting recent example of ex-pat tourism entrepreneurship is Hidden City Tours ‘a ground breaking Barcelona based social enterprise offering walking tours of the gothic quarter.... with a difference. We exclusively employ and train up guides who are homeless.’ The founder, perhaps not surprisingly is an ex-pat:

Lisa Grace, a market research consultant by profession and resident in Barcelona since 2004, joined the lengthy Spanish dole queue last year and after some reflection, decided it was time for change. "I felt I had spent far too many years helping the global food, drink and cosmetic giants flog more of their products". Whilst looking for voluntary work in the spring of 2013, Lisa stumbled across Secret City Tours, a social Enterprise in Bath offering homeless walking tours. "From that moment on, there was no looking back.... I knew Barcelona would be perfect for a homeless walking tour project: Barcelona’s biggest asset being tourism, visitor origin correlating closely to the most generous givers to charity, the growing homeless problems in the city and increased consumer consciousness for responsible tourism".
<http://www.hiddencitytours.com/>

This makes it clear that things have changed since people began using their cultural capital to earn money from cultural tourism in the 1980s. People are now using relational and locational capital to earn a living. The fact that you are in a particular place that attracts tourists and you can communicate effectively with them is enough. So in theory, any ‘local’ with good communication skills should be able to become a postmodern tourism ‘switcher’.

The Maltese should be in a good position to do this, because as Boissevain suggests, they are relatively open to new ideas and exchange. This opens up possibilities of developing new models of alternative and creative tourism that can help to address some of the problems caused by mass tourism development. As Creative Malta recently noted: ‘Valletta’s bid to host the European Capital of Culture in 2018 is a unique opportunity to transform Malta into a hub for creative exchange.’ Not only can the ECOC help to build the cultural and creative sectors, but it can also help to strengthen the international networks, contacts and exchanges that are essential to the development of new forms of tourism. As Wil Munsters (date) noted recently ‘stimulating creative tourism is beneficial not only to the economic and cultural development of Malta, but also contributes to the realization of the social objectives by enhancing awareness of the own identity with the local population.’ He emphasised particularly the way in which renewed interest in the local was helping to strengthen and re-invigorate creative activities and traditions, which could provide a rich basis for the development of ‘local’ tourism.

It also seems that the tourism authorities in Malta have become aware of the possibilities of developing local tourism products, although the best way of achieving this may still be the subject of discussion. In 2012 the then Tourism Minister Mario de Marco appealed for Malta to make “better use of its unique character, heritage and attractions to entice more visitors”. In particular he highlighted the potential of developing ‘authentic’ local experiences off the beaten tourist track. However, the Times of Malta (2012) commented: ‘The marketing of the “authentic” Maltese

experience will require careful definition and clever packaging. It will not work if it were to consist of a trip in a bus to a village or old town core with visitors dropped off and simply left to fend for themselves.' This is clearly true, but neither the Minister nor the Times seemed to consider the new intermediaries who are already packaging and marketing the authentic Malta – the Maltese locals themselves.

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Postmodern landscapes of encounters and convergences: the case of the Barcelona neighbourhood of El Raval

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Introduction

The diffusion of global cultural signifiers and of cosmopolitan lifestyles has promoted de-territorialized (Appadurai, 1996) identities that challenge the traditional view of “otherness”, mainly tied to sedentary, place-based geographies. The «power geometry of time-space compression» (Massey, 1991), in addition, has come to change significantly the contexts in which we perceive the other and establish with it a relation of proximity and familiarity, whose distinctive dimensions become encrusted in a relational space framed by *motility*¹.

The projection of motility in space is mostly made evident in the urban dimension, the city being the “mooring” (Hannan et al., 2006) which connects and juxtaposes the different flows to which it is a node with placed contexts on which meaning is collectively constructed. In the city, the quotidian or everyday urban life, representing local idiosyncrasy – a symbolic capital of livelihoods and place-based performances which attracts – is the context of intervention of motility on place, and at the same time, in a dynamic sense, the expression of potential for reconfiguration and transformation of such livelihoods.

One form of mobility that intervenes in this process – but not the only one, nor one that is conceptually different from others, if not for the diversity of affordances which it entails – is tourism. The new interest raised by the study of the tourism mobilities and their interventions in places must then be traced in the positioning of the city as the paradigmatic space of encounter between a multitude of flows, which has been influencing deeply the modalities, meanings and dynamics of tourism. Cities are neither “exotic” nor a place for escaping the routines of everyday life (two traditional push factors for “modern” tourism), and so tourism mobilities have become not so exceptional *per se* as a force moulding the transformation of the city, to the extent that the dualisms that kept tourism separated from the motility of the urban – genuineness vs. artificiality, vernacular vs. modern, performance (of the quotidian) vs. sight (of the exceptional), residential spaces vs. leisurescapes, etc. – are fading out in the postmodern urban landscape. However, the city does represent an exceptional place where tourism is staged and performed out of its relational complexity. One staple of such “transversality” of tourism is the convergence of livelihoods, which nuance different and complex intersections between “scapes” but also a degree of permeability and transformative capacity between them.

The city of Barcelona offers a paradigmatic example of pluralism and a certain degree of cacophony in the construction of the tourist space, which can be interpreted in terms of motility of its defining elements. In the last two decades, the

¹ Kaufmann *et al.* (2004) define motility as the “capacity of entities (e.g. goods, information or persons) to be mobile in social and geographic space (...) motility incorporates structural and cultural dimensions of movement and action in that the actual or potential capacity for spatio-social mobility may be realized differently or have different consequences across varying socio-cultural contexts.”

Catalan city has faced an impressive development of its popularity as urban destination. Other than its ability for promoting its historical and artistic heritage, the capacity for projecting an appealing way of life has been capital in defining its attractiveness, thus highlighting the critical importance of the patterns of reconfiguration of such “way of life” within the force-field of motility. Besides, Barcelona’s tourism performance thrives on the heterogeneity of the demand segments that it targets, ranging from the fast mobility of packaged and cruise tourism to the “sticky” mobility of youngsters in a gap year or an exchange programme), whose livelihoods are distinctively spatialised – see Quaglieri Domínguez & Russo, 2010; and on the kaleidoscopic image that its emanates, the representation of a meta-landscape built of the diversity of places, activities, cultures, converging in specific spaces and – sometimes – protruding from the “interstices” of the corporate, legal, surveilled, pacified city. While the burgeoning mass-markets from the emerging economic powerhouse of the world are keeping alive the traditional tourist economy, sustaining the trivialising effects on various neighbourhoods which have a concentration of tourist icons – especially the medieval and the modernist Barcelona – other types of mobilities, experiencing the city in a substantially different way, are putting on the tourist map areas that better suit the expectations and desires of a sophisticated and cosmopolitan mobile urban class. These segments of demand are arguably more interested in breathing an appealing atmosphere building on the presence and practices of culturally affine populations casted in everyday life and leisure activities.

In this paper we use the main findings of a case study of one of Barcelona’s most emblematic places in this sense, the El Raval neighbourhood, and more specifically on the skaters’ scene that has developed in some of its public spaces, to discuss at a conceptual level the rise of such new “post-tourist” areas in the landscape of global urban destinations and the power of motility in “making place”. This long abstracts introduces the main dimensions of this research, which is to be followed by a detailed analysis of the Raval’s shifting landscape and relational spaces.

El Raval, between ethnoscape and playground for the mobile young

El Raval is one of the neighbourhood of the Old City (*Ciutat Vella*) of Barcelona, and represents an interesting counterpoint to the more known and celebrated Gothic Quarter, possibly the most emblematic touristscape of the city, situated on the opposite side of the Ramblas. The Raval, contrary to the opulent and history-laden Gothic Quarter, has historically been a “marginal” place; once an orchard for the medieval city, then a factory site, and a residential appendix to the port of Barcelona, in the XX century it clustered a large immigrant, generally “transient” and socially deprived population. Its chaotic and piece-meal development resulted in a distinctively dense urban fabric, with low-quality housing, few public spaces, fewer still iconic monuments aside from some religious convents later turned into cultural institutions, and a “marginalised” social landscape built on the reputation of the neighbourhood as a haven of drug dealers, prostitutes and outcasts of every kind – hence the nickname of “Barrio Chino”, magnifying its “foreign” dimension in a depreciative term, and evoking an “otherness” with respect to the bourgeois and distinctively Catalan character of the city’s modern expansion. Two important migratory waves overlapped and contributed to strengthen this character, those of the Spanish rural underclass from other Spanish regions all along the XX century until the end of the Franco period, and since the late 1990s, the arrival of different groups from the postcolonial Spanish world: Morocco, the Philippines, and Latin

America, and even beyond that, the Pakistani and Chinese; these communities were mooring in the Raval upon arrival in Barcelona as the most accessible and integrative area of the modern city, and while Spanish-born immigrants then diffused to the new working class neighbourhoods of the larger Barcelona area, most of the foreign immigration remained concentrated there.

Democracy gave impetus to urban reforms in Barcelona; the Raval, eschewed from all the urban interventions of the early XX century and frozen in its state of decay during the Franco years, has been since then the special focus of rehabilitation programs regarding the built environment, the public space, and the social and cultural infrastructure. In the early 1980s up to well in the 2000s, this has produced a partial transformation of the neighbourhood, with the opening of new squares, commercial and social services, educational and cultural institutions, and a few architectural icons as the cluster of museums and galleries around the *Plaça dels Angels*, among which Richard Meyer's Museum of Contemporary Arts of Barcelona (MACBA). Slowly, this new cityscape has attracted the attention of artists, urbanites, students and tourists, who still flock to this neighbourhood for its "maudit" atmosphere and colourful street-life, but also to consume and perform culture in a singularly tolerant, liminal and relational environment. However, this new surge in interest for the neighbourhood has been much slower to impose gentrification (as happened in other rehabilitated historical areas of the city, like El Born or parts of the Gothic Quarter), mostly due to the tenants' regime of fixed long-term rents but also to the dimension of the foreign population. Gentrification is mostly limited to the most prosperous areas of the neighbourhood adjacent to the *Plaça dels Angels*, that boast a wide offer of boutiques and specialised shops, galleries, artsy cafés and restaurants, while in the rest of the neighbourhood this growing "cosmopolitan" supply is embedded in a residential landscape that maintains to some extent its character of a marginal, though ameliorated, and deprived area. This creates a stark contrast between the new users of the neighbourhoods, increasingly counting cosmopolitan locals, tourists and students, and its traditional dwellers of ethnic origin; however these differences, rather than producing friction, seem to reinforce the areas character of dynamism, heterogeneity and socio-cultural complexity, and a global sense of place appealing to tourists but also to a third wave of immigration which interested Barcelona during the pre-crisis decade, very different from the previous ones: that of the students, single professionals and post-bohemians from the "first world" looking for affordable "first housing" upon landing in an increasingly expensive and to some extent excluding city, but also for urban diversions and opportunities to "fit in".

As such, the contemporary El Raval can be characterised as a meta-landscape structuring several "livelihoods of mobility" with different degrees of familiarity, sharing similar spaces and parallel consumption habits, which – though being, ever more, a place hugely frequented by tourists, or at least, a certain segment of them – eschews the rationalising logic of the construction of touristscapes around "icons". The expert urbanites, the cosmopolitan consuming class who know the rules, are allowed to meddle in the several dimensions of this landscape without the agency and intermediation of the tourist industry. Their urban expertise is also built of experience and familiarity with the otherness (e.g. the ethnic food shops, the national festive spaces) in the construction of place.

The shared landscapes of the Raval: Skaters and spaces

In this context, it is not surprising that el Raval has become an emblematic stage for urban sub-cultures and lifestyles. In particular, skating culture has turned into a recognized feature of the neighbourhood, built on the spatial and cultural convergence of different urban collectives in specific places of this neighbourhood, like the above-mentioned Plaça dels Angels, the Rambla del Raval (the main thoroughfare of the neighbourhood, opened in 2000 with the urban reforms and intended to become an element of open socialisation in the previously “thick” and private fabric of the neighbourhood), the Universitat square and the “Garden of the Three Chimneys” (Paral·lel), another open public space at the southern edge of the Raval (Figure 1).

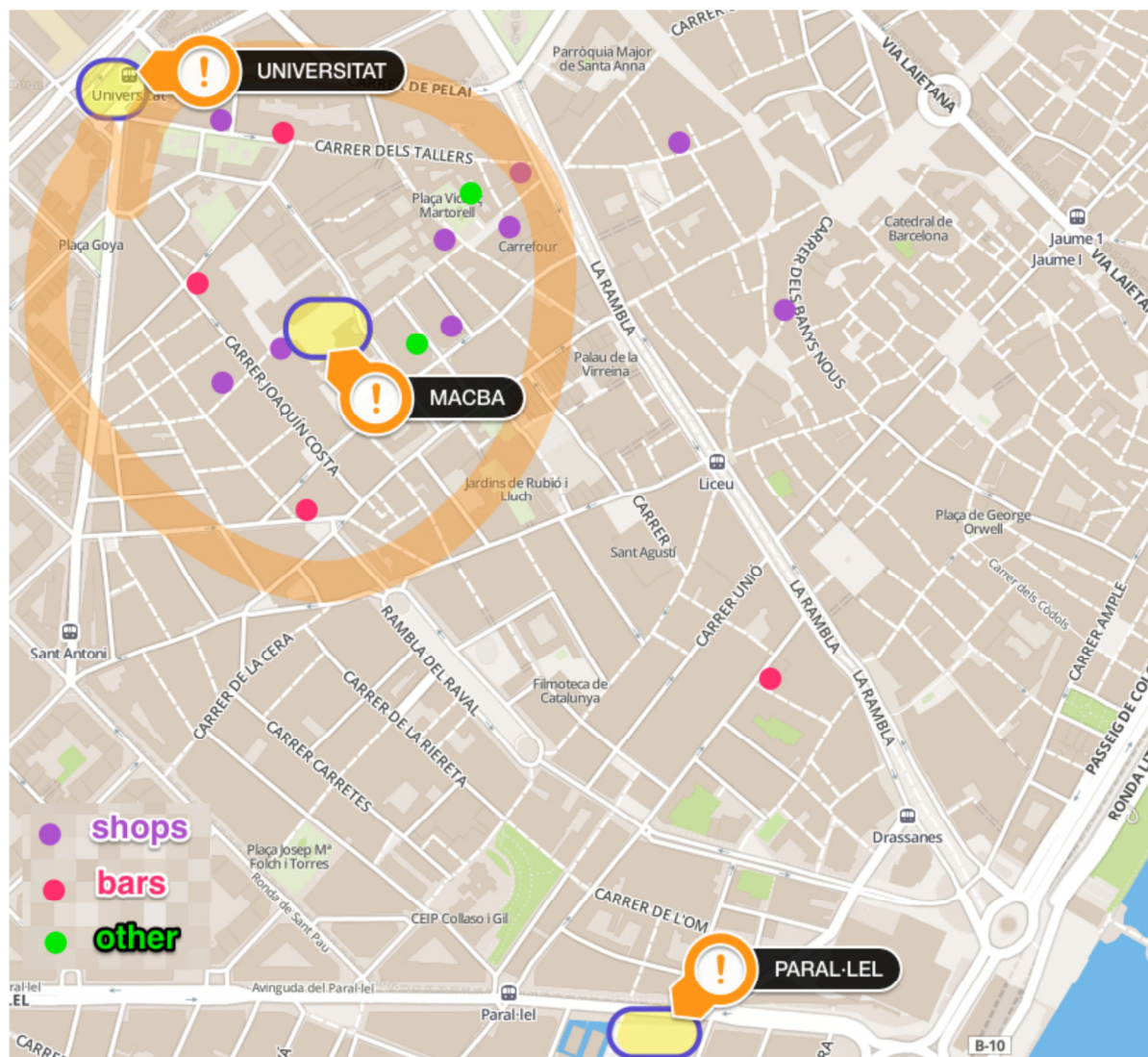


Figure 1 The Raval' skateboarding geography: main spots and commercial related offer

In these places, motility is enacted through the collective performances and encounter of skaters, who enjoy smooth surfaces in large, open public spaces, but also an uncontrolled, liminal environment which allows them to engage in practices that are generally banned in other parts of the city. Young skaters from all over the city, international pros, local residents of ethnic origin (particularly the Filipinos) and skateboard-equipped tourists (often in long stays) take centre stage and mingle in

Plaça dels Angels and the other skating spots, turning their performances – or rather turning themselves – into the attraction for other passers-by; which calls the attention, as the stage of their performance is in itself an iconic place for the contemporary tourist Barcelona, the site of the MACBA architectural milestone, which interestingly blends in the skaters performance space because of its smooth, white concrete surface extending to the whole square. In this way, the experience of tourists who skate gets embedded in the everyday-life performance of skating in a stimulating, recognized and appealing landscape. The “spectacle” is guaranteed by the presence, performance, and interaction of people with different skin colours, hairstyles, and languages, with the unifying element of the skaters’ gear and clothing style, and the absence of a script – but a common knowledge of the rules of the game. Though skaters are also under the lenses of the occasional spectators, the awareness of being main players of a show is confirmed by their extensive use of video-cameras for recording their own performances, which are then uploaded on social media, somehow contributing to strengthen the popularity of Barcelona in the skaters’ scene and becoming themselves “cultural content”.

All around the Plaça dels Angels, several specialised shops sell skaters’ gear blending in with the peculiar “boutique culture” of this area. The proximity with ethnic food-shops, low-cost outlets, educational and other civic facilities, though, does not produce an excessive specialisation and banalisation of this area; rather it engenders a specific sense of diversity and collectively constructed identity, where skaters share a certain cultural affinity with other sub-cultures that mingle in the new cosmopolitan el Raval, for instance the hipster crews that gather in specific bars or tattoo shops, or the metal-styled and “gothic” young crowding around music stores and record shops.

Final reflections: Leisurescapes of diversity vs. the corporate tourist city

El Raval, like other neighbourhoods of the city that have grown a collective identity from the co-presence and collective performance of its users characterised by different mobilities, has become a tourist area in spite of its reputation and of recognisable icons, but, as such, is likely to have triggered certain dynamics which are benefiting the whole city in opposite directions than what the mass-tourismification of places normally does, in particular as far as the socio-demographic trends are concerned.

Instead that pushing toward an anthropological opposition between tourist and residents for the appropriation and signification of place, the “postmodern” tourist experience taking place in non-conventional tourist areas as el Raval integrate the ordinary landscape of the neighbourhood in a softer way. Actually, the penetration of tourism in the area does not represent an element of discontinuity with the development of el Raval (also) driven by its burgeoning cultural cluster and the rise of a local cosmopolitan related demand. On the contrary, new tourist populations get interested in the area precisely because of this rising and appealing milieu that they just started to enjoy, integrate and stimulate at the same time.

The demand of consumption associated with these tourist experiences, in fact, converge with the one expressed by the wider local “cosmopolitan” public both living in the area or in the rest of the city. In this sense, the tourism segment could be useful in terms of achievement of the required critical mass for enhancing the related urban offer, hence, stimulating the city’s cosmopolitan milieu and, at last, positively contributing in terms of liveability of the city. Concretely, the Barcelona skateboarding

scene has been fed significantly by related tourism flows of amateurs and international pros who promoted skateboarding lifestyle in Barcelona which is nowadays widely considered as “one of the top two or three cities in the world to skateboard” (O’Neil, 2013).

As was proposed above, the Raval is thus affirming as a space of encounter and collective performances which, as our example of the skaters reveal, is spectacular to others – thus its intrinsic value in strengthening the cultural capital which the city offers to their mobile populations. In this light, the enthusiasm for tasting and experiencing a spectacular, or hyper-ordinary (Bégout, 2003) everyday life for a longer period of time could bring people who experienced successfully the appealing normality” of El Raval as tourists to move the barycentre of their mobile life to Barcelona, from top professionals to anonymous amateur skaters.

Besides, it also consolidates a certain sense of belonging within shared identities, turning what has been for a long time the “stigma” of this neighbourhood – its “otherness” – into an opportunity for emancipation and integration for various collectives, like the immigrants of ethnic origin, conscious of having something to offer to the rest of the city beyond their traditional role of cheap manpower, but also the mobile youngsters who learn how to become global “citizens” in an unfamiliar environment.

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ATLAS members

October 2013

At the moment ATLAS has 240 members in 72 countries

Argentina

Universidad del Salvador

Australia

Curtin University of Technology

James Cook University

The University of Queensland

University of Newcastle

Austria

Fachhochschule Kufstein

FH Joanneum GmbH

IMC University of Applied Sciences Krems

Azerbaijan

Azerbaijan National Academy of Sciences

Western University

Belgium

Erasmushogeschool Brussel

Lessius Mechelen

Université Libre de Bruxelles

University of Leuven

Bolivia

Circulo de prensa turistica Bolivia

Botswana

University of Botswana

Brazil

ISTS Instituto Superior de Turismo

Bulgaria

Sofia University "St. Kliment Ohridski"

University of Architecture, Civil

Engineering and Geodesy

Cambodia

Royal university of Phnom Penh

China

Chinese Academy of Social Sciences

Hainan HuaYe Group

Hainan Teachers College

Hong Kong Polytechnic University

Institute for Tourism Studies (IFT)

Kunming University

MUST - Macau University of Sc. & Techn.

Peking University

Tibet University

Costa Rica

FLACSO-Sede Académica de Costa Rica

Croatia

Faculty of Tourism and Hospitality

Management, Opatija

Institute for Tourism

Cuba

Escuela de Hoteleria y Turismo Playas del Este

Cyprus

Cyprus University of Technology

Czech Republic

Institut of Hospitality Management Prague

Masaryk University, FEA

University of Business in Prague

University of Economics Prague

Denmark

University of Aalborg

Fiji Islands

University of the South Pacific

Finland

HAAGA-HELIA University of Applied Sciences

Lahti University of Applied Sciences

Laurea University of Applied Sciences

Mikkeli University of Applied Sciences,

Savonlinna,

Novia University of Applied Sciences

Rovaniemi University of Applied Sciences

University of Eastern Finland

University of Lapland

France

IREST Paris 1 - Panthéon Sorbonne

Gambia

Gambia Tourism Authority

Georgia

Ilia State University

Germany

BEST-Sabel-Hochschule Berlin
Heilbronn University
Hochschule Harz
Karlsruhochschule International University

Greece

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

Guatemala

Royalty, Escuela de Turismo

Hungary

2q kkt
Budapest College of Communication and
Business
Franz Liszt Music Academy
Károly Róbert Főiskola
University of Pannonia

India

Culture and Environment Conservation
Society
Equations
Goa University
Gujarat Inst. of Hotel Management

Indonesia

Akademi Pariwisata Yadatepe /
Yogyakarta
Indo.com
Institute of Technology Bandung
PPM Institute of Management
Satya Wacana Christian 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
Letterkenny Institute of Technology,
School of Tourism
LIT Tipperary
Shannon College of Hotel Management
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 degli Studi di Bergamo
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

Institution of Tourism Studies
ITIS Malta Tourism Institute
University of Malta

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
Hogeschool Zuyd
HZ University of Applied Sciences
INHOLLAND University
NHTV Breda University of Applied
Sciences
RC50 (Research Committee International
Tourism of the ISA)
Stenden University of Applied Science
University of Tilburg
Wageningen University

New Zealand

Auckland University of Technology
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
University of Lodz
University School of Physical Education in
Poznan
Wyższa Szkoła Ekonomiczno-
Informatyczna

Portugal

ESHTE (Escola Superior de Hotelaria e
Turismo do Estoril)
Ins. Sup. Ciências Empr. Turismo (ISCET)
Instituto Politécnico de Coimbra (IPC)

ISAG - Instituto Superior de Administração
e Gestão
Polytechnic Institute of Leiria
Polytechnic Institute of Viana do Castelo
Universidade de Aveiro
University of Lisbon

Romania

"Dimitrie Cantemir" Christian University
Timișoara
"Lucian Blaga" University of Sibiu
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 Ecotours Agency
Rwanda Tourism University College

São Tomé e Príncipe

Instituto Superior Politécnico

Serbia

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

Singapore

European Business School

Slovakia

Matej Bel University

Slovenia

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
University of Deusto
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
Università della Svizzera Italiana

Tanzania

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

Thailand

Kasetsart University
Mahidol University International College

Trinidad

University of the West Indies

Turkey

Akdeniz University Tourism Faculty
Bilkent University
Eastern Mediterranean University
İzmir Katip Celebi University

Uganda

Jimmy Sekasi Institute of Catering
Makerere University
UCOTA

United Arab Emirates

Emirates Academy of Hospitality
Management
Middlesex University Dubai
Skyline University College
Zayed University

United Kingdom

Bournemouth University
Canterbury Christ Church University
Cardiff Metropolitan University
Coventry University
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
WA Consultants

United States of America

Clemson University

Zimbabwe

National University of Science and
Technology

ATLAS events

An overview

ATLAS SIG Gastronomy and Tourism Meeting
Ponte de Lima, Portugal
3-5 May 2012.

ATLAS Annual Conference 2012
Re-creating the Global City:
Tourism, Leisure and Mega-Events in the Transformation of 21st Century Cities
London, United Kingdom
12-15 September, 2012

ATLAS Business Tourism Special Interest Group meeting
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
African Tourism in Global Society: Central or Peripheral?
Kigali, Rwanda
3-5 June, 2013

ATLAS City and National Capital Tourism Special Interest Group
ATLAS Cultural Tourism Special Interest Group
Creative Tourism Network
Expert Meeting on Alternative and Creative tourism in cities
Barcelona, Spain
13-14 June, 2013

ATLAS SIG Religious Tourism and Pilgrimage expert meeting
The Production and Consumption of the Pilgrimage Tourism Experience
Malta
26-28 June, 2013

ATLAS Annual Conference and Doctoral Colloquium 2013
Environments of Exchange: Leisure and Tourism
Malta
6-8 November, 2013

ATLAS Business Tourism Special Interest Group meeting
Business Tourism: Industry and Education Working Together
Dublin, Ireland
24-26 November, 2013

ATLAS Events Special Interest Group meeting
The Attendee Experience: The Quest for Engagement
Sheffield, UK
9-10 May, 2014

ATLAS Annual Conference 2014
Budapest, Hungary
October 2014

ATLAS Annual Conference and Doctoral Colloquium 2013 Environments of Exchange: Leisure and Tourism

Malta

6-8 November, 2013

The 2013 ATLAS Conference in Malta will explore leisure and tourism as an environment of exchange. Leisure and tourism have become major arenas in which exchange of ideas and different forms of value (economic, social, and cultural) can take place. The conference will discuss issues of exchange in and through tourism and leisure in all its forms and settings.



This conference theme is inspired by the fact that in 2018 Valletta (Malta) will be European Capital of Culture, a project labelled as V.18. Malta is now mapping out the way forward towards implementation of their plans for attaining excellence and inclusion through a creative, innovative and dynamic programme. The 2013 ATLAS conference is informed by the objectives and the 4 central themes of V.18 (Generations, Islands, Routes and Cities) and will be an important step in this process as it tries to imagine and discuss the role of leisure and tourism in the creation of conditions for different types of exchange.

Conference participants particularly are invited to submit papers focussing on the following themes:

Leisure, tourism and cities

What city do we live in and why and what is the role of leisure and tourism? We need to think how scientists, designers, artists, urban planners and architects, leisure organizations, tourism operators, recreationists and tourists collaborate and contribute to the rethinking of our shared space. How can we create environments which are designed to be multi-layered spaces for social encounter?

Tourism and the sea

The Mediterranean and other coastal destinations are the subject of many narratives told by those born in these places or those transiting through them. How can we see and use the sea and coasts as a communications tool and not solely a resource to exploit?

Leisure, tourism and culture in transition

Many cities and destinations are places of diverse cross-cultural exchanges whether for trade, tourism or even refuge. Not all of these encounters are necessarily comfortable ones. What are the central issues of conflict, resolution and diversity?

Imagining successful events

Events are important vehicles for exchange. How can we develop, market and deliver successful events, how can we create environments for successful events and what are the criteria of success beyond economic benefits?

Living well, doing well

How can we create - through leisure and tourism - links among the various components of well-being? How can rural and urban environments across our territory lead to a better understanding of the interdependencies of our communities and wider, globalised, economic and cultural realities? And how can we provide new insights into the values and the material consequences of sustainability?

Leisure, tourism and cyberspace

Innovation and technology are the engines of growth and can bring about sustainable economic development and an improved quality of life. But is the digital revolution producing a new cultural cleavage between leisure and tourism, arts and sciences? What kinds of convergence can be, or should be developed?

Leisure and tourism education for the Future

What are the constituents of leisure and tourism education in the future and how to make more time and space for creative thinking, design, innovation and technology, culture and more?

**ATLAS Business Tourism Special Interest Group meeting
Business Tourism:
Industry and Education Working Together
Dublin, Ireland
24-26 November, 2013**

Business Tourism: Industry & Education Working Together

As academics we strive to provide our students with the best possible preparation for their future careers and to achieve this we work closely with our industry partners, on many levels. This collaboration is becoming more important due to the fast-paced environments in which we live and work.

***“Research is creating new knowledge”
Neil Armstrong***

The aim of the conference is to provide an opportunity to explore the relationship of academia with the business tourism sector and how we might build on it to the benefit of both parties also for our students. It is about demonstrating, to the business tourism industry, the importance of academic research can make to assist them in achieving their strategic business objectives. It is also an opportunity for the business tourism industry to share with academics their research and innovations.

The conference will provide a forum for current research in business tourism to be presented as well as a forum to explore and discuss strategies for future partnerships.

Papers are invited related to the theme of the conference which is:

Business Tourism: Industry & Education Working Together

and can be based on any aspect of business tourism and travel such as Meetings, Exhibitions, Corporate Travel, Incentive Travel including etc. The theme of the conference allows for a broad range of topics to be presented (if only to demonstrate to industry the extent of the research being conducted by academics teaching in the area of business tourism and travel). However the paper's primary research focus must be centred on business tourism and travel for example:

- Innovation in business tourism and travel education.
- Current issues relating to student internships and placements in tourism or related programmes.
- Collaborative initiatives between educators and business tourism providers.
- Business tourism and travel current issues and trends.
- Knowledge transfer between academic institutions and business tourism organisations.
- Technology innovation in business tourism.
- Current research in business tourism and travel.

ATLAS Events Special Interest Group meeting

The Attendee Experience: The Quest for Engagement

Sheffield, UK

9-10 May, 2014

The trend of 'event inflation', as Richards (2013) brands it, unsurprisingly coincides with changing and heightened expectations of event attendees. As events mature so to does attendee experience and therefore event creators are challenged to continually reinvent their events to achieve the attendee reactions they desire.

Simultaneously wider trends impact attendee expectations of events, such as the far reaching effects of sustainability, economically, socially, and of course environmentally. Associated to this there are overlapping trends such as technology, authenticity, and globalisation. These all combine to create the context within which event creators operate, seeking to generate differentiated experiences that will entice and engage attendees.

Event creation thus becomes an increasingly challenging field and must therefore be undertaken in an ever more purposeful and determined manner. This symposium will receive presentations and engage in discussion that pinpoints the significant factors that underpin emergent attendee expectations and also seek answers to how event creators, are, and should be, responding. Papers are invited that respond to the above context.

Themes that may be addressed by papers in this meeting include, but are not limited to:

- Visitor involvement and engagement with events
- Strategies for stimulating visitor participation and engagement
- Technologies for visitor engagement
- Researching the visitor experience of events
- Visitor expectations of event experiences
- Visitor attitudes towards event sustainability
- Uses of event experience in marketing

Call for abstracts

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 (maximum 3000 words). Selected papers will then be published in an edited volume.

Please submit an abstract of your proposed submission (maximum 300 words) to Phil Crowther, Principal Lecturer in Events Management, Sheffield Hallam University (philip.crowther@shu.ac.uk) by November 30th 2013.

Publication

Papers presented at the meeting will be considered for publication in a similar format to previous ATLAS Events Group volumes ([*Exploring the Social Impact of Events*](#), published 2013 and *Event Design*, due 2014).

**ATLAS Annual Conference 2014
Budapest, Hungary
October 2014**

**More information on the ATLAS events can be found
on the ATLAS website at
www.atlas-euro.org**

ATLAS regional groups

ATLAS Africa

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Introduction

Whereas the economic situation in Europe negatively influences numbers of members and conference participants, in Africa the situation seems more favourable. The recent ATLAS Africa conference in Rwanda attracted 158 participants, mainly from Eastern and Southern Africa and Europe. It reflects the importance of tourism for economic development in Africa. Increasing tourist arrivals and spending, even during the recent economic crisis, shows tourism's significant potential for growth. Between 2009 and 2010, despite the global financial slowdown, international tourists arrivals in Africa jumped by almost 8 percent, making the region the second fastest growing in the world after East Asia and the Pacific. According to a recent World Bank report², tourism can be a powerful development path for Africa. In fact, a welcome key finding of new research suggests that with effective planning and development, Africa's tourism industry could create 3.8 million jobs over the next 10 years. Already, one in every 20 jobs in Africa involves tourism and the travel industry.

Rwanda clearly illustrates these potentials³. During 2010, Rwanda hosted 666,000 visitors. Comparing 2009 to 2010, international visitors increased by 10%. Obviously the great majority still came from the neighbouring countries with 80% of all visitors. However, in the Non-African markets visitors from Europe increased by 15%, while visitors from Americas increased by 18% compared to 2009. Visitors from the rest of the world including Asia and Pacific increased by 27%. It was therefore timely that the newly established Rwanda Tourism University College (RTUC) organized the 8th ATLAS Africa conference, titled ***African Tourism in Global Society: Central or Peripheral?***, which took place from 3-5 June 2013 in Kigali, Rwanda. This conference turned out to be one of the most successful conference ever organized by ATLAS Africa. The large number of participant reflects the increase of tourism scholars in Africa. But the conference also illustrated the ever-increasing quality of tourism research in Africa now that educational and research programmes in universities in countries like Kenya, Tanzania and Uganda have found solid ground. A very interesting feature of the Kigali 2013 ATLAS Africa conference was the high number of postgraduate students from especially Uganda, Kenya, Tanzania and South-Africa whose various researches covered pertinent issues on sustainable tourism, biodiversity conservation and local community participation. The students presented their research findings in panel presentations. The conference also assisted RTUC to put itself on the map of not only Rwanda, but also the rest of Eastern Africa. Keynote presentations were delivered by Ms. Rica Rwigama, Head of Tourism and Conservation at the Rwanda Development Board, Prof. Richard

² See: <http://www.worldbank.org/afr/tourism>

³ See: <http://www.rdb.rw/welcome-to-rwanda/tourism-research-and-statistics.html>

Sharpley of the University of Central Lancashire and Prof. Moses Makonjio Okello, senior Director of the SFS Centre for Wildlife Management Studies. The conference was officially closed by the Minister of Education, Dr. Vincent Biruta, and the Dutch Ambassador. We would like to thank Callixte Kabera, Rector of the Rwanda Tourism University College (RTUC), his entire staff and staff members of InHolland University of Applied Sciences for organizing this successful event in Kigali.



Publications

During the conference the Board of ATLAS Africa also discussed the publication strategy. So far the proceedings of the 7 conferences were published in 7 different Volumes (please see ATLAS website). Volume 8 and 9, consisting of the proceedings of the conference in Kampala, will be published soon. For the Kigali conference it was decided that papers will be published in a special issue in the Journal of Tourism and Hospitality Research, the newly established African Journal of Tourism and Hospitality of MOI University Press, and - if necessary – in a new Volume of the ATLAS Africa series. .

Forthcoming ATLAS Africa Conference

One of the key roles of ATLAS Africa and indeed the whole network of ATLAS is to promote education and research in tourism and leisure related studies through the holding of conferences, symposia and workshops. Towards that end, ATLAS Africa has over the years held 8 successful conferences in different African countries. In the meeting of the ATLAS Africa Board during this year's ATLAS conference it was decided to organize the next conference in 2015 in Dar es Salaam, Tanzania.

René van der Duim
Chair of ATLAS

ATLAS Europe

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From our perspective one of the key events last year in the European Commission and tourism related issues, was the more or less unofficial ending of the TSG (tourism sustainability group). The group operated since 2004 and constituted one of the core expert groups advising the commission and following specific programs and studies. The TSG started its activity in 2004. It was composed by representatives of regional/local authorities, international bodies, members of the tourism industry, trade unions, and research and educational bodies. In February 2007, the first TSG launched the report 'Action for more sustainable European tourism', emphasising specifically three major aims: 1. Economic prosperity; 2. Social equity and cohesion; 3. Environmental and cultural protection (Tourism Sustainability Group, 2007:3). A second and renewed TSG started in 2009 divided in 3 different working groups (WG) related to sustainability indicators, entrepreneurship and consumer awareness raising issues. The TSG functioned then as a sort of steering committee for the different actions and studies funded by the EU.

In 2010, the TSG started a third phase (with some new members) with two major aims:

1. developing and implementing the sustainability indicators (continuing from the previous phase of TSG) (for more info see:
http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm)
2. drafting a charter of sustainable tourism

According to the Commission website 'The future European Charter for a Sustainable and Responsible Tourism seeks to encourage sustainable and responsible tourism development and actions across Europe, by providing a common reference point for all tourism stakeholders. The Charter should reflect the commitment of public and private stakeholders to develop tourism in the EU according to agreed objectives and principles.

(http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/charter/index_en.htm)

A public consultation took place in 2012 and it was planned to propose a final version of the Charter in 2013. However, at the last TSG meeting in December 2012, it became rather clear that the TSG will no longer exist. The destiny of the Charter therefore is not entirely clear, as are the politics of the Commission in regard to the advisory expert group that was the TSG.

At the same time the second tourism unit has been implemented and numerous calls for tender have been launched. Other programs have been taken further, such as Calypso, EDEN and professional skills. Along with several bilateral implemented projects, Calypso also created an internet platform for social tourism stakeholders and clients. For detailed info see: <http://www.ecalypso.eu/steep/public/index.jsf>

In order to implement the Commission's Communication on Tourism: "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" (COM 2010), the Commission implemented some actions, such as EURES, The European Job Mobility Portal (<https://ec.europa.eu/eures/home.jsp?lang=en>) operational since beginning 2013 aiming at mapping and defining amongst others the skills needed in tourism. Different studies have been funded by the EC, such as the one on defining the skills for cultural adventure and maritime tourism!

In that context, ETAG and ATLAS have decided to organise an event in December 2013. The aim of this is:

- To increase the visibility of ETAG and ATLAS
- To bridge the gap between practitioners and academics and the EC
- To communicate on the contributions of ETAG/ ATLAS and the EC
- To highlight how, from the different perspectives, all organisations/institutions can (do) collaborate to increase quality in tourism (for workers and clients)
- To explore and show the benefits of adapted skills for ALL tourism stakeholders through practical examples
- To allow exchange among stakeholders from various backgrounds

Speakers will be from ATLAS/Etag and the Commission but are not confirmed yet. The target groups of the event are tourism practitioners, academics, students, institutional and governmental stakeholders and basically everybody who is concerned by quality tourism (that is clearly linked to skills). The half day event is sponsored by the Commission and is planned to take place on the 3rd of December, just the day before the Tourism Day.

More details will be available soon....

ATLAS Americas

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The development of the ATLAS Americas chapter is moving slowly, but the goal is to organise a conference in 2014. The idea is to work together with another network called OTIUM. OTIUM was set up at the University of Deusto about 10 years ago, to provide a platform for teachers in Latin America, who would like to come to Europe for exchange/learning/etc. The main focus was on leisure and now it is a good time to reposition OTIUM with ATLAS as the tourism branch. This new cooperation/network OTIUM-ATLAS could be the starting point to develop ATLAS Americas. There are plans for an OTIUM conference in Mexico in 2013 and also it is aimed to organise an OTIUM-ATLAS conference in El Salvador, Argentina in 2014. It should be taken into account that this conference will be bilingual or even trilingual.

ATLAS Special Interest Groups

Cultural Tourism Research Group

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The Cultural Tourism Research Group is the longest standing Special Interest Group in the ATLAS network, and has now been running for over 20 years. The vast amount of research generated by the ATLAS research group and its members has recently been encapsulated in the publication of the *Routledge Handbook of Cultural Tourism*, edited by Melanie Smith and Greg Richards. This volume brings together 50 contributions from leading thinkers in the cultural tourism field, and reflects very clearly the major developments and issues that have emerged over the past 20 years.

The ATLAS Cultural Tourism and City and National Capital Tourism Research Groups held a joint expert meeting on the theme Alternative and Creative Tourism in Barcelona on June 13-14 2013. The meeting was attended by 19 delegates from Spain, Portugal, the UK, Italy, Thailand, Hungary and the Netherlands. The meeting generate lively discussion on a range of issues, including the role of the 'local' in alternative and creative tourism, 'in-between' experiences, the rise of pop-up formats in the tourism and creative industries, city branding strategies, the development of creative quarters and creative tourism development strategies.

At the end of the meeting there was discussion on the next steps for the research groups, and also the possible publications activity for the meeting. It was agreed that the developing fields and alternative and creative tourism required more research, particularly the way in which creativity has become a strategy for producing distinction in an increasingly crowded tourist market.

There was also discussion of a number of basic principles for creative tourism. This seems to be particularly important in the face of programmes that use creativity as a label rather than a truly creative experience.

The group aims to produce an e-book of the proceedings of the meeting, which will be edited by a small group who will meet at the ATLAS annual conference in November 2013 in Malta. Authors are therefore requested to submit their full papers for publication by October 15th 2013.

There is a further conference on creative tourism planned in Porto Alegre in Brazil from October 22-23, 2013, organised by Creative Tourism Brazil. The meeting will be attended by Creative Tourism Barcelona and other members of the Creative Tourism Network.

Marjan Melkert and Mieke Pelzer of Zuid University in the Netherlands are currently working on an updated review of the ATLAS Cultural Tourism Survey research. This report will analyse the data collected in the last few years by members of the ATLAS

project, bringing the research more up to date. The previous report dates from 2004, so an update is long overdue. It is hoped to be able to distribute this to ATLAS members in the next few months.

Events Research Group

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The ATLAS Events group continues to grow and expand its activities, with further meetings, publications and research activities planned.

Following the first Events Expert Meeting in Breda in 2011, a publication was developed using papers presented at the meeting. The volume *Exploring the Social Dimension of Events* was edited by Greg Richards, Marisa de Brito and Linda Wilks, was published by Routledge early this year. The book brings together many different views on the social impact of events, covering cultural and sporting events from different parts of the world.

The second Expert Meeting held by the ATLAS Events Group was hosted by the Polytechnic Institute of Leiria in Peniche, Portugal in May 2013. The meeting centred on issues of event design and Imagineering and featured eleven presentations by delegates from Finland, Italy, the Netherlands, Portugal, Spain and the UK. The aim of the meeting was to explore how the design of events can influence their outcomes and impacts and how design strategies can be employed to increase the value of events for stakeholders. There was considerable discussion among the participants about the meaning and role of design in events, and this resulted in some interesting new perspectives that will be examined in the forthcoming publication on *Event Design*, to be edited by Greg Richards, Lénia Marques and Karen Mein. This volume contains papers presented at the meeting as well as invited contributions from other experts in the field. Among the key issues identified by the group were the purposes served by design, the need for co-creation with participants, the need to move from participation to engagement and the difference between organic and radical change in event design. The full meeting report is available at <http://independent.academia.edu/gregrichards/ATLAS-Events-Group>

A further Events Group meeting is being organised by Phil Crowther in Sheffield on Thursday 8th and Friday 9th May 2014. The meeting will focus on *The Attendee Experience: The Quest For Engagement*. This represents a significant shift in emphasis compared with previous meetings, moving from the producer perspective to an experience focus. The philosophy of the meeting has been outlined by Phil as follows:

The trend of 'event inflation', as Richards (2013) brands it, unsurprisingly coincides with changing and heightened expectations of event attendees. As events mature so to do attendee experience and therefore event creators are challenged to continually reinvent their events to achieve the attendee reactions they desire.

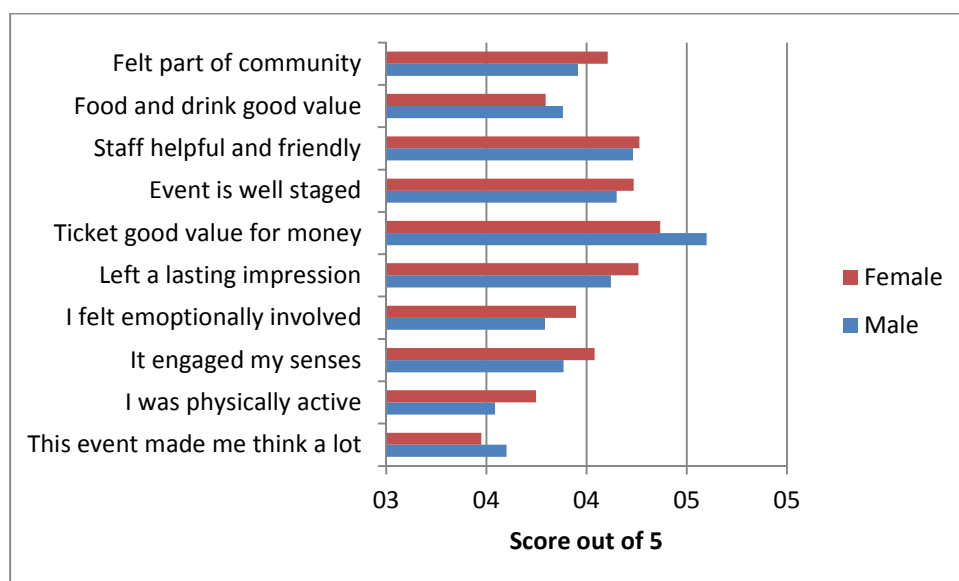
Simultaneously wider trends impact attendee expectations of events, such as the far reaching effects of sustainability, economically, socially, and of course environmentally. Associated to this there are overlapping trends such as technology, authenticity, and globalisation. These all combine to create a context within which event creators operate seeking to generate differentiated experiences that will entice and engage attendees.

Event creation thus becomes an increasingly challenging field and must therefore be undertaken in an ever more purposeful and determined manner. This symposium will receive presentations and engage in discussion that pinpoints the significant factors that underpin emergent attendee expectations and also seek answers to how event creators, are, and should be, responding. Papers are invited that respond to the above context.

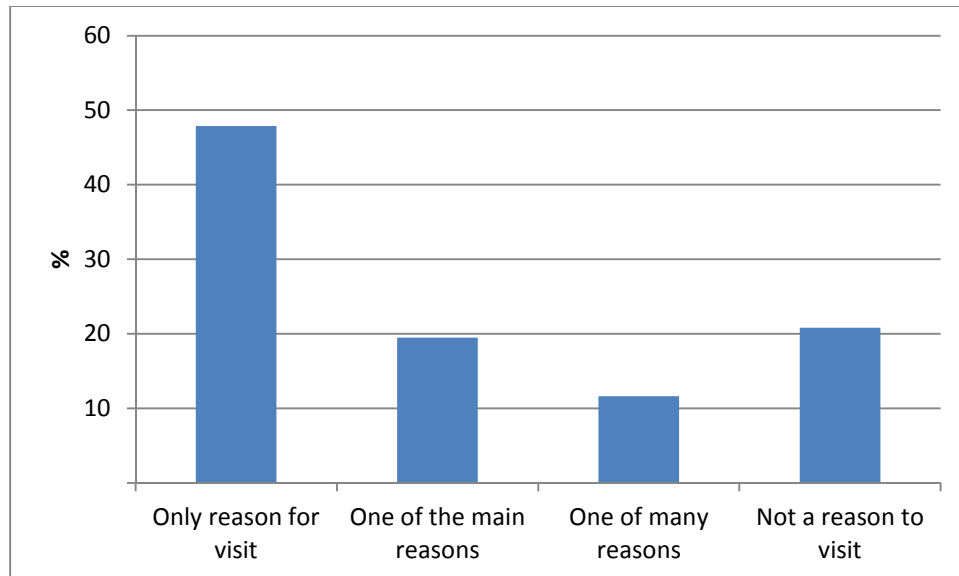
The call for papers is expected to be ready ahead of the Malta conference in November, and all interested ATLAS members are encouraged to submit papers. As with the previous meetings the intention is to develop a publication from the papers. Work has also been continuing on developing the ATLAS Event Monitoring Project. Launched last year, the research team has developed a core survey module that can be used to monitor and compare events across a range of dimensions, including economic, social and experiential impacts. Survey data has already been collected from a number of sites in Portugal, Finland and Cyprus. The survey is freely available to all ATLAS members who wish to participate in the project, and the survey has been designed to make it easy to use with student groups. You can download the survey and methodological information from the Events Group link given above.

To give a flavour of the kind of information being developed through the project, the graphs below illustrate some data collected by Carla Delgado from the Politechnic Institute of Leiria in Portugal. She surveyed a number of different medieval festivals, interviewing almost 1000 visitors.

Visitor experience dimensions



Importance of event as a reason for visiting the area



Cities and National Capital Tourism Research Group

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There are two main areas of progress to report in 2013.

First, Routledge published the book 'Tourism in National Capitals and Global Change', which I edited. It was based on articles previously published in the special issue of *Current Issues in Tourism*, and helps make accessible the growing literature on tourism in national capitals that the SIG has fostered and members have authored.

Second, we organised a joint expert meeting with the Cultural Tourism SIG on Alternative and Creative Tourism, in Barcelona in June. Although I was a member of the organising committee and submitted a paper, I was not able actually to attend, thanks to strike action by French air traffic controllers. I did spend a day at London Gatwick though ... In the circumstances I can't actually provide a plausible report of the event, but Greg Richards who took the leads in organising has done so, and it is below.

Alternative and Creative Tourism Expert Meeting Report

By Greg Richards

The ATLAS Cultural Tourism and City and National Capital Tourism Research Groups held a joint expert meeting on the theme Alternative and Creative Tourism in Barcelona on June 13-14 2013. The meeting was attended by 19 delegates from Spain, Portugal, the UK, Italy, Thailand, Hungary and the Netherlands.

Veronica Sepúlveda gave an introduction to SETBA (www.setba.net), the artistic foundation that hosted the meeting in the centre of Barcelona. Their projects include actions to promote art and culture. SETBA Jove is a project for young artists to bring fresh ideas to the art scene. An exhibition of art by artists under 30 is held every September. The Arts Balcony project is directed at people with a mental disability, aimed at increasing integration. The Nature is Culture project also aimed at mentally disabled people to visit nature to clean the forest and used natural material to build sculptures. The space where the meeting was held is used as an exhibition space with guided visits by the artist. SETBA also hosts artistic workshops on Gaudi, Miro and Picasso as a way of promoting Catalan culture and creative tourism. They also promote local gastronomy through Catalan cheese and wine tastings.

Caroline Couret gave an introduction to the work of the Creative Tourism Network (www.creativetourismnetwork.org), which aims to develop creative tourism in different areas of the world. The network includes major cities such as Barcelona, Paris and Rome. The network was launched in 2005 in Barcelona. Creative tourism projects in Barcelona are run by FUSIC, a cultural foundation created after the dictatorship to develop creative and artistic projects.

The first of the scientific papers was presented by Greg Richards, who reviewed the growth of alternative and creative tourism as a counterweight to the increase in conventional tourism in recent decades. In particular 'live like a local' or 'relational' forms of tourism are becoming important, even though the 'local' providing these experiences is rarely a native of the city. Expats and migrants seem to have a greater transcultural skills base to develop such products, or else have fewer possibilities to get involved in the established tourism industry.

Albert Arias Sans and Paolo Russo from Tarragona presented an analysis of new relational forms of tourism, and how these are serving to create new tourist spaces in the neighbourhood of Gràcia in Barcelona. In recent years Gràcia has become a lively cosmopolitan space inhabited by 'locals', expats and tourists. The liveliness of these spaces is what attracts all of these disparate groups to mix in this emerging tourist space.

The paper by Rafael Machado and Carlos Fernandes from the Polytechnic Institute of Viana do Castelo, Portugal, examined the development of an art Biennale in the small city of Vila Nova de Cerveira. This event has run since 1980 and is now the second most prestigious event in the country, in spite of the predominantly rural location. The research emphasised the role of local 'switchers' in linking this space to the global flows of the art world.

Lénia Marques and Kristel Zegers from NHTV Breda analysed the growth of creative temporary accommodation as ephemeral spaces in cities. In recent years many 'alternative' forms of accommodation have become available, including such as

couch surfing, house swapping, design apartments, design hotels and hostels, glamping, creative hotels, boutique hotels, pop-up hotels and temporary designer accommodation. This growth reflects not just a rising demand for different types of accommodation, but also the need to use space in cities more creatively. This is therefore a good example of 'creative tourism' where both destination and visitor interact creatively.

G. Emanuele Adamo from the University of Bedford Business School in the UK and Sonia Ferrari from the University of Calabria in Italy presented a paper on the use of creativity as source of differentiation in cities. They highlighted the use of events, such as the Winter Olympics in the case of Turin, as a vehicle for creative development. They developed a typology of different creative development strategies for cities.

Monica Gilli from the Bicocca University of Milan and Sonia Ferrari of the University of Calabria traced the use of film as a means of distinction for cities, underlining growing efforts to attract filmmakers and film festivals. Movie-induced tourism has been particularly important in generating visits to cities such as Florence (*A room with a view*) and Rome (*La dolce vita*), and now other cities are trying to replicate this success. The historic centre of the Italian southern town of Matera has experienced a renaissance largely as a result of films such as Mel Gibson's *Passion of Christ*, which has also attracted other filmmakers. The paper emphasises that the planned efforts to attract filmmakers to places are often less important than the whims of the filmmakers themselves.

The role of ethnic quarters as tourist attractions in Budapest was the subject of a paper presented by Melanie Smith and Anita Zatori from Budapest Business School. They looked at the way in which Jewish and Roma areas have been integrated into the alternative tourism system in the city. In particular Jewish heritage has been promoted by tour operators and through the development of new festivals to animate these designated 'quarters'.

The paper by Goretti Silva and Marta Cardoso from the Instituto Politécnico de Viana do Castelo, Portugal outlined creativity as a new buzzword in tourism, and how traditional cultural attractions increasingly need to develop new creative elements. For example gastronomy events such as the Santarem National Gastronomy Festival need to develop engagement with the consumer and interaction and co-creation. At present this event takes place in a tent on the edge of the city, so there is no physical link with the city. Most visitors are from the local area and are day visitors, so economic impact is relatively low. The festival is declining because it is not creative or dynamic.

Milica Ilinic analysed the outcomes of creative tourism experiences using a benefits-based model of experience. The links between activities, setting, experience and benefits were analysed in a case study of the Espai Boisa in Barcelona, where tourists make traditional Catalan dishes. She found that learning and participation related motives were linked to cognitive, affective and reflective benefits. Espai Boisa was generally perceived as authentic and memorable, even though the experience is effectively 'staged'.

Ole Kjaer Mansfeldt from The Royal Danish Academy of Fine Arts – School of Design and Roskilde University in Denmark outlined the development of the experience

economy, and how this is creating new 'in-between' experiences for tourists. The concept of in-between experience presents a dynamic between experience-scapes and escapes from tourism-dominated precincts, as exemplified in many 'live like a local' experiences or the rise of 'alternative' forms of tourism such as Airbnb.

Susana Rachão and Carlos Fernandes from the Polytechnic Institute of Viana do Castelo, Portugal, looked at how the city of Viana do Castelo is re-engineering itself as a creative destination. Viana has a range of tourist products, including a major festival and regional gastronomy, but finds it hard to distinguish itself from similar cities. The perception of creativity was measured through a visitor survey, which showed that respondents visited for holiday purposes looking for local culture and heritage which is reflected in the types of activities undertaken, namely cultural itineraries, fairs/popular festivals and exhibitions. The tourists therefore largely consume cultural, rather than creative tourism.

A case study of community involvement in creative tourism in Thailand was presented by Nonthawan Songserm of the Assumption University of Thailand and Jutamas (Jan) Wisansing of the Perfect Link Consulting Group, Bangkok. Using Appreciative Participatory Planning and Action (APPA) techniques they showed how local communities can be engaged in the process of developing creative tourism and interacting creatively with visitors. They identified three different groups with respect to the development process, namely facilitators, community based organisations and observers, all of whom have their own role to play. This project is part of a national programme of Designated Areas for Sustainable Tourism Administration, which has selected creative tourism as one of the main areas for sustainable tourism development in Thailand.

Francesca Forno and Roberta Garibaldi from the University of Bergamo, Italy examined the growth of home exchange as a form of alternative tourism in Italy. In spite of the fact that home exchange has been slow to take off in Latin countries for cultural reasons, there is a growing number of house swap participants in Italy. Their survey indicated that the majority of participants were well educated city dwellers. They also have a far higher level of generalised trust than the Italian population as a whole, which facilitates their swapping activities. This form of 'relational tourism' was also stimulated by knowing somebody else who had participated.

Next steps

At the end of the meeting there was discussion on the next steps for the research groups, and also the possible publications activity for the meeting. It was agreed that the developing fields of alternative and creative tourism required more research, particularly the way in which creativity has become a strategy for producing distinction in an increasingly crowded tourist market.

There was also discussion of a number of basic principles for creative tourism. This seems to be particularly important in the face of programmes that use creativity as a label rather than a truly creative experience.

The group aims to produce an e-book of the proceedings of the meeting, which will be edited by a small group who will meet at the ATLAS annual conference in November 2013 in Malta. Authors are therefore requested to submit their full papers for publication by October 15th 2013.

There is a further conference on creative tourism planned in Porto Alegre in Brazil from October 22-23, 2013, organised by Creative Tourism Brazil. The meeting will be attended by Creative Tourism Barcelona and other members of the Creative Tourism Network.

For more information on the ATLAS Cultural Tourism Research Group, or Creative Tourism, please contact Greg Richards (g.w.richards@uvt.nl), and for more information on the ATLAS City and National Capital Tourism Research Group please contact Robert Maitland (r.a.maitland@wmin.ac.uk).

Spa and Wellness Research Group

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Spa and Wellness Research Group had a quiet year. The former coordinator could not chair the group any longer and no one else took her place. During the ATLAS conference in Malta we will look for a new coordinator. If no one steps forward we have to decide whether the group will continue or not. It would be a pity though to give up this research group, as the topic is 'hot'.

In the meantime Melanie Smith and Laszlo Puczkó have been busy with the book to be published by Routledge in November 2013: *Health, Tourism and Hospitality: Spas, Wellness and Medical Travel*.

Business Tourism Research Group

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The Business Tourism held its ninth annual conference in Lugano, Switzerland in November 2012. Our hosts were the University of Lugano, and delegates from 10 different countries attended.

We published, through ATLAS, our second book of research papers on business tourism themes, based on the proceedings of our last two conferences.

Our 2013 Business Tourism SIG will be held in Dublin from 24 - 26 November, hosted by the Dublin Institute of Technology. This will be the first time that our conference has returned to a destination. It was held in Dublin in 2004.

Volunteer Tourism Research Group

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The research group has been active for five years. Therefore, I thought it perhaps was time to reflect upon this. During this time, a number of activities and outputs have been achieved. Members of the group have participated in the events and contributed to the outputs alongside a growing number of academics not directly involved with the group but researching in the area of volunteering and volunteer tourism.

- 2013 ESRC Festival of Social Science funded event - Pursuing Quality in International Volunteering; held at the University of Brighton, Brighton. The ATLAS Volunteer Tourism Group along with Blue Ventures and Biosphere Expeditions sponsored the post event drinks.
- 2012 Benson, A.M., Tilbur, J and Wickens, E. (2012) Editorial: Sustainable Tourism Management and Marketing. *Journal of Hospitality Marketing and Management*. 21(7): 703-709.
This special edition was the output from the 2010 special stream on Travel Philanthropy, Volunteer and Charity Tourism. Two of the five papers focused on volunteer tourism.
- 2011 Benson, A. M. (2011) (ed.) Volunteer Tourism: Theoretical Framework and Practical Applications. Abingdon, UK: Routledge.
This edited book was the output from the 2009 Volunteering and Tourism Symposium and members of the Volunteer Tourism Research Group.
- 2010 Special Stream Convener: Travel Philanthropy, Volunteer and Charity Tourism at the International Conference Sustainable Tourism: Issues, Debates and Challenges. April 22nd – 26th, 2010, Crete and Santorini, Greece.
- 2009 Lyons, K. Wearing, S. and Benson, A. M. (2009) Editorial: Introduction to the Special Issue on Volunteer Tourism. *Annals of Leisure Research*, 12 (3&4): 269-271.
This special issue was the output from the 2009 Volunteering and Tourism Symposium.
- 2009 Angela M Benson as co-convener with Dr Stephen Wearing and Dr Kevin Lyons for: Volunteering and Tourism Symposium: Developing a Research Agenda – Linking Industry and Academia. ATLAS / CAUTHE. 14th -15th June, Singapore @ James Cook University, Singapore Campus. Keynote speakers were: Dr Stephen Wearing and Professor Robert A. Stebbins.
- 2008 Volunteer Tourism Research Group commenced (July 2008).

Planned Activities:

Whilst it was anticipated that the ATLAS / CAUTHE Volunteer SIGs would organise a symposium every other year this has not come to fruition and so, after a number of conversations, with members and other interested academics, there is a plan to run a volunteering conference in 2014/2015.

2015 *Planned output activity: A special issue based around the theme of 'pursuing quality in volunteer tourism' is currently being organised.*

2014/2015 Volunteering Conference

Independent Travel Research Group

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The ATLAS Independent Travel Research Group organised a conference held in Beirut, Lebanon, 19th-20th January 2012 on the theme of Independent Travel and Hospitality. The conference was organised with the kind help and assistance of the Lebanese International University (LIU) and was attended by approximately 50 delegates including international speakers from China, Germany, Iran, New Zealand, South Africa, the United Arab Emirates and the UK. It included a visit to the World Heritage Site at Baalbeck in the Lebanon. Once again, the conference was a great success and following the conference, a special issue of the e-Review of Tourism Research was co-edited by Dr. Cody Morris Paris and Prof. Kevin Hannam. The papers in this special issue illustrate the wide range of topics that were explored and provide a glimpse at some important emerging topics within the study of independent travel and hospitality.

Two of the papers focused on the relationship between travel regulations and independent travel. Accaoui's paper provides an overview into the role that Lebanese laws and regulations have had in defining and organizing the institutions and professions related to the tourism industry. He argues that there is a need for an updated and modernized regulatory framework for tourism in Lebanon, as many current regulations are more than 40 years old. Louisville's paper focuses on the external visa regulations and the role that they have for travel to developing destinations. She suggests that while visa policies are important government tools for influencing international tourism, for the most part in developing destinations they are inadequate and inefficient, and thus an obstacle to tourism growth. In her paper, she uses the illustrative case study of Suriname. She concludes that developing destinations might prove more receptive to implementing more facilitating visa policy reform decisions than other, more developed and well known destinations because many developing destinations have few institutionalized policies for destination management and the overall regulation of tourism.

Two of the articles focus on the impacts of the internet on independent travel. Ibrahim's article explores the increasing trend of the use of online booking systems in Lebanon. He suggests that rather than perceiving the online booking systems as simply a threat, travel agents should seize the opportunity to invest in online booking technology as a means of overcoming the threat of direct reservations on their businesses. Berger and Paris, meanwhile, explore the influence of Facebook on backpacker's social experiences in hostels. Their findings suggest that Facebook has shaped the social, behavioural, and communicative norms within the hostel environment.

O'Reagan's study also explores independent travellers through an analysis of the 'tactical practices' of independent travelers, including backpackers and hitchhikers, which allow them to navigate and negotiate space differently from convention, expectation or habit. By employing these creative tactics, independent travellers can take possession of the travelerscapes, and produce temporary and experiential forms of social interaction and connectivity. Abdallah and Hannam's paper provides a critical perspective of hospitality and the Lebanese diaspora. They discuss the conditional and absolute notions of hospitality in relation to western and non-western cultural norms, and they explore the ways in which early traditional Lebanese migrants and modern recent Lebanese migrants interact in terms of hospitality. In the final paper, Al-Hamarneh provides an overview of his keynote lecture at the conference during which he discussed the rise of intraregional mobility in the Arab World and the development of new tourism trends in the post-'Arab Spring' uprisings.

The ATLAS ITRG SIG looks forward to the next conference. We are currently working with partners in Suriname, and plan on holding the next conference in January 2015 with a Call for Papers forthcoming.

Religious Tourism and Pilgrimage Research Group

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In the past number of years this SIG has gone from strength to strength, with forthcoming publications and events, adding to our track record of high quality outputs.

Our most recent event, in June 2013, was an incredibly successful workshop / conference in the Institute of Tourism Studies in Malta. Our host and main organiser, Dr. Vincent Zammit, provided us with a wonderful introduction to Maltese hospitality, which provided the backdrop to a most stimulating and engaging event. Over the course of two very packed days, 36 papers were presented by authors from 23 different countries on the conference theme: *The Production and Consumption of the Pilgrimage Tourism Experience*. Because of the relaxed format, all delegates had plenty of opportunity to network, share ideas and reinforce / forge friendships and information sharing partnerships. The social calendar included a conference dinner at the ITS, and a day long fieldtrip after the conference, very capably led by Vincent (which included canons, and bumping into local dignitaries). One of the new features of this event was the identification of best papers. Two papers were selected for this

award: *How long does the Pilgrimage Tourism experience to Santiago de Compostela last* by Lucrezia Lopez, and; *Religious Tourism in a Non-religious Country: Specifics of Religious Tourism in the Czech Republic* by Jan Rája.



Wordcloud incorporating the Titles of all papers presented in Malta

Dr Kevin Griffin and Dr Razaq Raj have been working hard in recent months to produce the next of our Journal Special Volumes, which will appear in the International Journal of Tourism Consumption and Practice. This online volume will include a selection of papers which were presented at the 2012 workshop in Maynooth and it is hoped that this will be ready for publication by the end of 2013.

A very exciting new departure is the involvement of SIG members in developing the recently launched International Journal of Religious Tourism and Pilgrimage (launched at our Maltese workshop). This online, open access publication platform is already very advanced in the production of its first volume. As the chosen vehicle for outputs from the Maltese conference, a range of papers have been submitted and are currently at various stages of development. The journal is double-blind reviewed, and the editorial board truly represents an international range of experts, with strong representation by ATLAS members. The website for the journal is:

<http://arrow.dit.ie/ijrtp/>

and the facebook page is available here: <http://tinyurl.com/qeb9t65>.



Delegates at Maltese Workshop

Speaking of future events, our 2014 workshop is already well advanced in terms of planning. An early call for papers was circulated in September 2013 for 'Promoting and Experiencing Religious Tourism and Pilgrimage' which will be hosted by Alan Clarke and his colleagues in the University of Pannonia, Veszprém, Hungary from 20-23 June. As per previous events, we are doing everything in our power to keep costs low, while providing an excellent standard of event. We are also reliably informed by Alan that we will be introduced to Hungarian wine at some stage of the proceedings.

Also worth mention in this report is a publication which involved a number of group members. While not specifically an output of the SIG, *Cultural Tourism*, edited by Razaq Raj, Nigel Morpeth and Kevin Griffin involved chapters authored by many ATLAS members. This attractive 2013 volume, produced by CABI, includes chapters covering culture related topics ranging from theoretical and abstract to practical and applied.

Finally, if you have not seen our previous publications, take note of the following:

Raj, R., Griffin, K., Fernandez, C. & Morpeth, N. (Eds) (2011) *Managing The Religious Tourism Experience*, Special Issue of ***International Journal of Business and Globalisation***, Vol. 7, No. 1, 2011

Raj, R. & Griffin, K. (Eds) (2012) *Enhancing the Religious Tourism Experience*, Special Issue of ***International Journal of Tourism Policy***.

Raj, R. & Griffin, K. (Eds) (2012) ***Reflecting on Religious Tourism and Pilgrimage***, ATLAS, The Netherlands. [**Available from the ATLAS website**]

No reports are available from the following SIGs:

Tourism Geographies: Space, place and lifestyle mobilities

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Gastronomy and Tourism Research Group

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ATLAS new publications

Palmer R. and Richards G. (2007, 2009, 2011, 2012)

European Cultural Capital Report. Part 1, 2, 3 and 4.

Arnhem: ATLAS, Part 1: 70 pp. Part 2: 83 pp. Part 3: 92 pp. Part 4: 106 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 21st Century Cities. ATLAS Reflections 2012*. Arnhem: ATLAS, 92 pp. ISBN: 978-90-75775-54-9

Griffin K. and Raj R. (2012) *Reflecting on religious tourism and pilgrimage*. Arnhem: ATLAS, 162 pp. ISBN: 978-90-75775-53-2

Lyck L. and Davidson R. (2013) *Sustainable Business Tourism. Why? How? To what extent? Strategy and implementation with focus on experiences from practice, education and research. A selection of papers presented at ATLAS Business Tourism Special Interest Group meetings*. Arnhem: ATLAS, 103 pp. ISBN: 978-90-75775-65-5

Duim R., Onderwater L. and Veldman J. *Environments of Exchange: Leisure and Tourism. ATLAS Reflections 2013*. Arnhem: ATLAS, ** pp. ISBN: ISBN 978-90-75775-68-6

To be published this year:

Duim R. van der, Klep G. (eds) (2013) Thematic proceedings of ATLAS Africa conferences:
Volume 8: Tourism, nature and environmental education in Africa
Volume 9: Sustainable tourism and environmental education: A natural link

Dodd D., Palmer R. and Richards G. (2013)
European Cultural Capital Report. Part 5.

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