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**Tourism, Travel and Leisure -
Sources of
Wellbeing, Happiness and
Quality of Life**

ATLAS Reflections 2014



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Sources of Wellbeing, Happiness and
Quality of Life**

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November 2014

**Edited by:
René van der Duim
Leontine Onderwater
Jantien Veldman**

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Introduction

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Dear ATLAS members

This second year as co-ordinator of ATLAS has been overshadowed by the fact that our dear colleague Karin Bras was among those killed on board Malaysian Airlines Flight 17 in July 2014, together with partner Theo Kamsma and their son. Karin was a long-time supporter of ATLAS during her time at Tilburg University, the Free University of Amsterdam and finally as a Lecturer at InHolland University in Amsterdam. Having completed her doctoral research on informal guiding in Indonesia, she contributed to a number of studies on tourism development and entrepreneurship. She was also recently closely involved in the organization of the ATLAS Africa conference in Rwanda in 2013, where she played an important role in supporting local researchers. As well as her important professional contribution to ATLAS, Karin also inspired her colleagues with her irrepressible enthusiasm and humor. She will be sorely missed, and our thoughts go out to her family, friends and colleagues.

Budapest conference

I am looking forward to chairing this years' conference in Budapest. The 2014 ATLAS Conference in Budapest will explore wellbeing, happiness and quality of life as key concepts that have been influencing both academic and industry discussions and development in the last some 5 years. More and more studies and reports try to provide more insights to this rather complex phenomenon. It is widely anticipated but not often discussed or proved that tourism, travelling and leisure can play leading roles to improve one's wellbeing, happiness or quality of life. This conference provides a platform for researchers and industry representatives based on information, data and evidence to discuss the ways ahead how travel, tourism and leisure can contribute to wellbeing, happiness, and quality of life.

We are very grateful to 2q Ltd (as ATLAS member) in cooperation with the Tourism Observatory for Health, Wellness and Spa and the Budapest College of Communication and Business for hosting this conference and especially to László Puczkó and Melanie Smith for all relentless efforts to make this conference a success.

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. Fortunately the 2014 Budapest conference attracts more participants than in the last few years as we expect around 100 people attending this conference.

To attract new scholars to ATLAS, the Budapest conference now again hosts a PhD colloquium and offers also 6 special tracks. Through these special tracks, partly convened by ATLAS special interest groups, focused discussions on specific themes will be organised, but still within the framework of Atlas conferences.

Challenges and prospects

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. During Spring 2014 a group of students of Wageningen University, the Netherlands, advised ATLAS on the founding of a student chapter and the organisation of specific events for students. Their recommendations will be implemented in the first half of 2015. Next to the regular ATLAS conference in 2015, hosted by the University of Lisbon, ATLAS Africa will also organise its 9th conference, this time in Dar es Salaam, Tanzania.

ATLAS has also started to better communicate its core values. The Board recently reaffirmed these values of ATLAS as 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 has already invested in the development of an ATLAS Americas chapter and will look into the possibilities of organising an event in the Middle East. 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 Budapest and I welcome suggestions and ideas from members.

A word of thanks

Finally, I first want to 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

All Journeys have Secret Destinations

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*Dr Dina Glouberman is the visionary co-founder of the **Skyros Holistic Holidays**, in Greece, Thailand, Cambodia, Cuba and elsewhere, and the author of the classic best selling and widely translated books **Life Choices, Life Changes, The Joy of Burnout** and **You Are What You Imagine: three steps to a new beginning using Imagework**. Dr. Glouberman is also a world expert in using imagery and visualization. An international trainer, coach and psychotherapist, she has been a pioneer for over 30 years in creating, teaching, and practicing the use of **Imagework**, the groundbreaking process that harnesses the imagination to guide our lives and create positive life choices and profound life changes. ([www. Dinaglouberman.com](http://www.Dinaglouberman.com), www.Skyros.com)*

If you've ever seen the red sun rise from the sea, you will have some idea of the magnificence of the journey to a new beginning. And new beginnings are at the heart of a creative and healthy life.

At its best, a holiday is the perfect design to open up new possibilities for life back home if the traveller is seeking this, and sometimes even if they are not. Certainly, for over 35 years, at our Skyros holidays in Greece and other countries, people regularly have a turning point in their lives. It is really, I think, why they come.

Health in this sense is not simply the absence of illness. It is something to do with the vibrant life quality of the whole person, and the sense of a flow that keeps renewing and refreshing itself. The health of the whole person is what the notion of "holistic health" is all about.

I'd like to say a bit about the ancient Greek idea of holistic health that underpins our Skyros philosophy, why new beginnings are so important to health, how we need to be living with our authentic imagination to help in this process, and what about Skyros holidays makes new beginnings happen so regularly.

I believe that when we let go of whatever is keeping us stuck in an old way of thinking and being, reimagine our lives, get a new vision, and then follow through, we are giving our whole being a chance to be renew itself, and indeed to offer something new to the world around us. This renewal will express itself at a cellular level, and enable us to be truly healthy.

When we started Skyros, the concept of "holistic health" was very new to the modern Western world. It is still not mainstream in the biomedical model of most healthcare systems; indeed if anything we are more specialized, despite the fact that a whole alternative medical movement has opened up. What is traditionally meant by holistic health tends to derive from the ancient and still living traditions of India and China.

But as it turns out, the West had its own ancient tradition of holistic health, which originated in ancient Greece. In this approach, to be healthy, our mind, body, emotions and spirit need to be in balance with each other, but also with the natural environment and with the social/political environment. Hippocrates included the way the wind blows in his diagnoses, and equally, you couldn't be healthy without a healthy society and good politics. Essentially, an individual cannot be truly healthy in a sick world.

In 1979, Dr. Yannis Andricopoulos and I founded the first of our Skyros holiday centres, in the Greek village of Skyros, on the island of Skyros. Later we created another centre in Atsitsa Bay, between the pine forests and the sea, and eventually we had holidays in many countries. Although when we first started we didn't yet know of the Greek holistic approach to health, we intuitively embodied this approach in the creation of our first holiday in Skyros Village in 1979. By the time we started our second centre in Atsitsa Bay in Skyros in 1984, we were calling it a holistic holiday.

Our intention was always to create a world that heals, and more than that, one that heals the whole person. It was to be a total living experience which could transform consciousness and hopefully lead to changes beneficial both to the individual and to the world we live in.

Skyros Island in Greece is a beautiful and magical island in and of itself. Against this background, we offered a wide variety of courses attending to every aspect of mind, body, emotion and spirit, where every course aims not only at a particular skill but at the development of the whole person. We invited world-class teachers who were not only great professionals but also people with love and integrity. And we had participants who were fascinating people from every country in the world.

All this set the scene for a holiday in which people could step back from their everyday lives, relax, learn, laugh, and grow, nourished by the beauty of the environment, the variety and depth of the programme, and the company of the people.

And yet in my view all this is not quite enough to make it a consistently healing environment.

The secret ingredient at the heart of Skyros is the creation of a community. Every week or fortnight a community is created by the staff and participants of that session, one in which people can be themselves, have a say in what happens to them, relate deeply and honestly to each other, give and receive with love and respect, take risks and try out new things, possibilities and ideas. A common theme is 'being oneself in the presence of others'.

In order to create such a community environment quickly each session, we set up a variety of communication structures that would enable people to speak honestly and listen openly to themselves, to each other, and to us. These range from community meetings with the whole group, small group sharings we call "oekos" or home groups, one-to-one talking and listening we call "co-listening", and a tradition of open communication in the courses.

We also introduced, from the beginning, cooperation in the cooking, clearing and cleaning, at least enough so that people could feel they were in their home rather than being served in a hotel. Then of course there are the meals, the hours on the beach, and the parties to make the community a place of depth, joy, health and creativity.

All of this creates an atmosphere in which lifelong friendships and partnerships are formed and new ways of living and working visualized and planned. This doesn't always happen in obvious ways. One of our managers, for example, sat on the beach with one of the participants who happened to be a doctor and an academic, and together they worked out what she could do with her life; she is now taking a course in Psychology as a result of that conversation.

The research evidence is flowing in now that people who live in well-integrated communities where everyone has a role and can care and be cared for have a longer life expectancy and are healthier. Certainly, it makes complete sense that having a community that values you and indeed has positive values makes it much more possible for you to value and care for yourself and your life.

So where do new beginnings come in? To understand this, we need to bring in the importance of evolution in human personal development, not just at the level of species development.

One of the key features of life, and of human beings, is that we are always evolving. This means that we are always creating forms, living in them, then having to let go of them when they are past their use-by date, and creating new ones. These forms may be physical—our homes, our work, our relationships, our bodies. Behind these physical forms, are the images and attitudes and views that hold them in place.

Like a snake shedding its skin, every time we grow beyond the flexibility of our present life and, more important, our present attitudes, images and visions, we need to imagine and create something new.

As a rule, we need to get a bigger vision.

This is particularly true when we face new situations, like the loss of a loved one or of a job, unfairness at home or at work, illness and the like, or even on the positive side, a new relationships, job, baby or home. Sometimes the new situation is an internal one—our attitudes have changed and our heart has gone out of what we are doing.

Whatever it is, when the world changes within us or around us, we need a new way of seeing and being. If we stay stuck in old ways that no longer fit where we are now, we are at risk. Burnout, which I have researched and written about in my book, the *Joy of Burnout*, is a good example. In my experience, we burn out when our heart goes out of what we are doing or being, yet we drive themselves forward in the old direction out of fear of losing our old identity. Divided against ourselves, like a car with accelerator and brake on at once, we race ahead until we hit the wall. I know because I have done it myself.

Similarly, there is a great deal of research on cancer, beginning with the Simontons in their ground-breaking book from the 70's *Getting Well Again*, that indicates that there is a moment for many cancer patients when they give up hope of having a viable future, given the old rules they run their lives with, and they won't change the rules. This moment that a basic crack develops in their faith in life is then simply papered over and it seems to increase the possibility of developing cancer.

Coming back to holistic health, being in balance with ourselves and the world around us does not mean having a comfortable balanced niche and staying there. Stability is good, but without flexibility and renewal, particularly when our situation has changed but even if it hasn't, we will find ourselves stagnating, stuck, depressed, angry, burnt out, and/or physically ill.

Given a healthy environment, one that gives us both safety and freedom, both self knowledge and love, we will naturally sink deeper into ourselves, find that in us that we have neglected or even betrayed, and bring this part of us into a bigger picture of who we are and where we are going. Part of being healthy is this continual growth, regular new beginnings, larger and larger pictures of ourselves and of life.

So why do we so often stay stuck in old patterns and unable to find our new form? Why do we so often think we are less than we are? Why do we sell ourselves so short?

My view is that it has to do with the level of our imagination we are willing to live on. Our everyday imagination, the one that we use to manage our everyday life, actually carries our used and used up ideas and approaches, based on events and our reactions to them that may have happened long ago, even in an early childhood we cannot remember. It is also

profoundly influenced by the social norms around us in the past as well as in the present. This everyday level of us is really an expression of what we have been, and what we have been expected to be, including by ourselves.

If you haven't checked into your images recently, they probably come from this everyday imagination, and therefore are way past their sell-by date. Yet you may not even be aware of this.

It is only when you go below that to your true creative imagination, what I call our "genius imagination" and surrender to it that you find those images that will take you in a direction that is not only in your highest best interest, but also in the highest best interest of everyone around. This 'genius' imagination is the one that Einstein spoke of,⁶ and that artists, writers, scientists, and innovative creative people rely on. The secret is to harness that imagination, not just for creating a work of art or science--though that's great too-- but for guiding that work of art that is our lives.

This is the level where your heart and soul and life itself can whisper to you about your bigger picture.

Teaching people how to do this through my Imagework approach has been one of my major focuses in life, and the subject of my lectures, workshops, and books, beginning with my first book ***Life Choice, Life Changes: the art of developing personal vision***, which is a kind of textbook for Imagework,

Coming back to new beginnings, the subject of my new book, ***You are what you imagine: Three steps to a new beginning using imagework*** there are three steps to new beginning: the catalyst, the turning point, and the new beginning.

The catalyst is whatever in your present situation, from illness or loss to a new attitude or new situation, is going to get you moving because you can't stay where you are. This is what brings people to a holiday like ours, or to any journey where the stated purpose is more than just escape. The third step, the new beginning is the creation of a new life or way of living. This is what happens when you get back home with a new vision and a new plan and follow through.

But it is the middle one that is interesting—the turning point, the inner new beginning. And this is what a holiday or a journey, and particularly a holiday like ours, is perfect for doing.

A crucial aspect of having a turning point is shifting to a new level of the imagination, from the superficial imagination to the genius imagination. To do this you need to be safe enough to surrender, and it helps to be away from the kind of pressures that are expectations that you be what you have been. This is why a safe, loving, healthy environment where you are accepted for what you are and not judged for what you should be encourages people to imagine better.

There are four things you need to do, implicitly or explicitly, to have a turning point. You need to accept where you are, whether it feels good or awful, find that in you that is stable and will not change no matter what risks you take, expand out of excitement rather than contracting out of fear, and then open to a new vision.

In a loving community this is what happens—you come to accept and forgive yourself for where you have got yourself to, remember who you really are, open up to new possibilities, and then get a vision of how it can be.

Everywhere I go in the world, I meet people who thank me because they came to Skyros, and it changed their lives. Indeed we did a survey of our participants in which over 80% said that their Skyros holiday had a lasting beneficial effect on their lives when they returned. The poet Hugo Williams called it “a holiday you can take home with you.”

But it does take courage to let go of whatever keeps us stuck in old and sick patterns, and surrender to a deeper direction that we are being called upon to take from within. Leaving our homes, our cultures, our normal ways of living, to go on a journey gives us the opportunity to do just that. The inner journey is often made easier when we embody it in an outer journey.

By definition we do not know what the change will be and what it will require of us. This is why the great Jewish existential philosopher Martin Buber said *All journeys have secret destinations of which the traveller is unaware*. We hope, though, that it is one which will bring us home to ourselves.

Tourism and Quality of Life of Research: Emerging Research Areas

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Introduction

Tourism as an industry has become a major socioeconomic force in both developing and developed markets. Its potency as a source of economic development has made it essential to the strategic planning efforts in nearly every country in the world. As a result, tourism has developed into an ever-expanding industry servicing unique individuals with differing needs to destinations that can fulfill and hopefully exceed tourist expectations while maintaining competitiveness based on improvements of destination quality of life (QOL). There are few industries that encompass the entire globe and bring so many different cultures together, and the tourism industry must capitalize on its unique structure. However, along the way the tourism industry will be faced with a plethora of opportunities and challenges that can significantly alter the direction of the industry. On the latter side, several challenges for us include economic instability, recession and stagnation, social instability, war/terrorism, information technology and social media, environmental and sustainability issues, and distributions of benefits of tourism. There are evident ramifications of these challenges to the tourism industry and we have seen a rich stream of research that has been examining some aspects of these challenges. One of the research areas that are gaining momentum and increased attention is the connection between tourism activities, its consequences and the quality of life of those involved in the production or consumption of tourism goods and services.

The presentation is intended to propose that within the fully functioning tourism system we have two models that should be considered in examining tourism activities and their consequences from a systems point of view. The first model examines and understands the impact of tourist-related variables on the well-being of tourists. The second examines and delineates the impact of tourism-related variables on the well-being of residents of the host community and its stakeholders. In these two nested models of the tourism system, tourists as consumers, service providers, and stakeholders are the central parts of the system, where interaction between supply and demand is reciprocal. This interaction has an effect on the total vacation experience, as simultaneous production and consumption of goods and services take place, thus creating a synergy between sustainability and destination competitiveness. The presentation concludes with the promotion of future research areas in the context of QOL in tourism development and research.

A Short History on QOL and Tourism

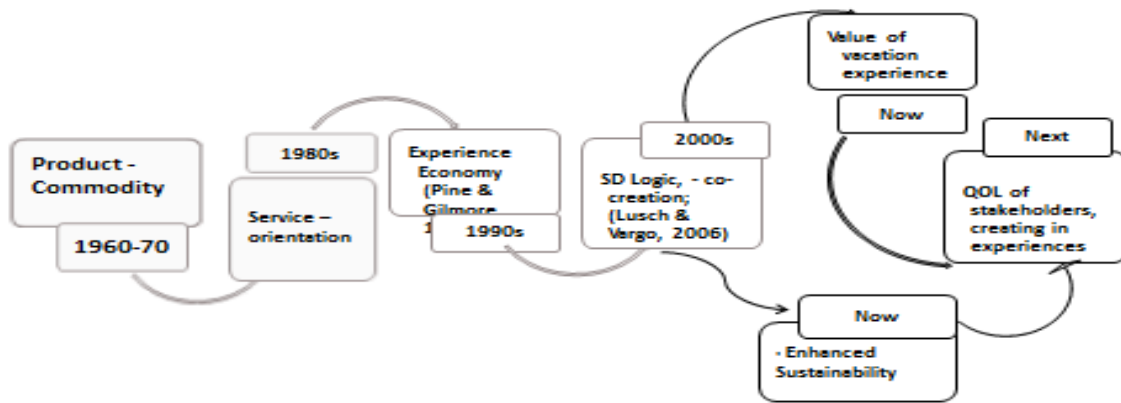
Quality of life (QOL) studies have been an emerging discipline in the social, behavioral, environmental, and policy sciences over the last few decades. It is considered an offshoot of the social indicators movement first originated in economics and sociology. It is argued (Sirgy, 2012; Kenneth Land, 1983 cited in Sirgy, 2012) that economic indicators such as the GNP cannot be equated with psychological satisfaction, happiness, or life fulfillment. With the proliferation of social indicators studies, a social science journal, *Social Indicators Research*, was established to fill this niche (now 34 years old and multidisciplinary in its orientation). In the past two decades we have seen three major journals appearing in the field of quality of life studies: *Journal of Happiness Studies* (vol 15), *Applied Research in Quality of Life*

(ARQOL, vol 9) and most recently, *The Journal of Happiness & Well-Being (JHW)*. The foundation of the International Society for Quality-of-Life Studies (ISQOLS; www.isqols.org) in 1995 was the propelling force for the introduction and success of these recent journals. In the area of leisure, recreation, and therapeutic recreation we have seen a number of studies that have explored some aspects of leisure life domain on the well-being of individuals. However, the first concerted effort on QOL in tourism was the special issue of *Journal of Business Research* (vol., 44 no 3, 1999) which was guest edited by Prof. Kaye Chon and covered a variety of topics focusing on both tourists and community QOL issues. Since then we have seen a tremendous growth in QOL studies in tourism journals, and some books, dissertations and theses that also covered wellness and QOL issues as they relate to tourism and hospitality settings. One of the first books that exclusively dealt with wellness and QOL issues in tourism (hospitality) was the book "*Health and Wellness Tourism*" by M.K. Smith and L. Puczko, (2009). The same authors released their second edition in 2014 with an expanded version of the book titled "*Health, Tourism and Hospitality: Spas, Wellness and Medical Travel*". The most comprehensive book on QOL and tourism to date, edited by M. Uysal., R. Perdue., and J. M. Sirgy, is "*Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*" published by Springer in 2012. There are some other books that also touch on some aspects of QOL issues and tourism experiences (e.g., Budruk, M., & Phillips, R., 2011, *Quality of Life Community Indicators for Parks Recreation and Tourism Management*, Amsterdam, Holland: Springer; Bushell, R., and Sheldon, P., 2009, *Wellness and Tourism: Mind, Body, Spirit, Place*. Cognizant Communication, NY: Cognizant Communication Books; Jennings, G., and Nickerson, P. N., 2006, *Quality Tourism Experiences*. London, U.K: Elsevier; Payne, L., Ainsworth, B., & Godbey, G., 2010, *Leisure, Health, and Wellness: Making the Connections*. State College, PA: Venture Publishing; Pearce, P., Filep, S., and Ross, G., 2010, *Tourists, Tourism and the Good Life*, Routledge, Taylor & Francis Group, London, U.K.; and Prebensen, N., Chen, J., & Uysal, M., 2014, *Creating Experience Value in Tourism*. CABI, London: U.K). The recent appearances of these works signal and support the observable fact that the notion of QOL as a subset of knowledge domain has made its way into the scholarly tourism literature and is gaining increasing attention and momentum in the field.

Setting the Stage

If we trace the product concept from the early 1950s to the service concept in the late 1970s and early 1980s, and the experience economy in the 1990s, it seems that there is a natural progression from the experience economy to extraordinary, meaningful, and co-creation of experiences. How that progression affects both the conception of tourism and individual well-being and overall life satisfaction is an important, but relatively unstudied, research question (Uysal, Perdue & Sirgy, 2012). Furthermore, there is an increasing focus on the value of tourism as a tool for social and economic policy. Perdue, Tyrrell, & Uysal (2010) argue that the value of tourism has transitioned to focus more on non-economic measures such as QOL and satisfaction, and that there has recently been an increased focus on abstract forms of value such as perceived QOL, wellness, sense of well-being, and sustainability. The effectiveness of tourism to facilitate and support QOL policy imperatives such as poverty reduction, revitalization of community heritage and culture, preservation and protection of cultural and natural resources, and sustainability is an increasingly important research agenda. The long-term objective is to both provide for quality touristic experiences and avoid excessive exploitation of resources and to promote preservation for future generations. This implies that QOL research must focus on the QOL of both current and future generations. Figure 1 presents the evolution and progression of the development we have witnessed in today's market and research environment. It is clear that we are at the juncture of tourism research that requires innovation and creation in the way we examine issues, provide experiences, and develop policy implications.

Figure 1: Progression from Commodity to QOL and Creating Value in Tourism Experiences



Tourism and QOL Research and Issues

Although both the explicit and implicit assumption of tourism has been that tourism as an industry benefits its stakeholders (visitors or tourists as participants in travel and leisure activities, residents of destinations, employees of tourism and hospitality service providers), there has been sporadic research that examines the assumed benefits and cost of tourism (including both positive and negative environmental and sociocultural impacts of tourism) on the well-being of participants and quality of life of different stakeholders, and employees of tourism and hospitality service providers (Uysal, Woo & Singal, 2012). This is one of the areas of research streams in tourism and hospitality that needs more systematic attention in the years to come. For a long time, scholarly research activities have attempted to shed light on how to more attract visitors, how to get more people to stay at our hotels, dine at our restaurants, and reach inner the layers of consumer behavior and the attitude and behavior of our customers in general. There has also been some research that has examined both the service provider and customer employee interaction and their general satisfaction. Still, the critical research question that needs to be fully examined from both demand and supply sides of tourism is how tourism experiences relate to one's quality of life. An underlying theoretical foundation is that tourists are consumers of different tourism and hospitality goods and services at a destination, and the community with its different providers and stakeholders serves as a host to such consumers.

As Uysal, Perdue & Sirgy (2012) in their edited work "Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities" proposed that within the fully functioning tourism system we have two models that should be considered in examining tourism activities and their consequences from a systems point of view. The first model examines and understands the impact of tourist-related variables on the well-being of tourists (Figure 2). The second examines and delineates the impact of tourism-related variables on the well-being of resident of the host community and its stakeholders (Figure 3). In these models of the tourism system there is a reciprocal interaction between supply and demand. This interaction has an effect on the total vacation experience, as simultaneous production and consumption of goods and services take place. This model is helpful in understanding how the tourism system works, what benefits it has, and how resources are allocated in order to develop a successful marketing and management plan. The key focus in this model is how a tourist's experiences contribute to QOL and to explain how a tourist's QOL can be subsumed through tourist characteristics, trip characteristics, moderators, satisfaction with life domains, satisfaction with life overall, and consumption life

cycle. Each factor is a category in itself for research purposes dealing with tourists and QOL. Tourism characteristics refer to factors directly affecting the tourists. Research in this area tries to uncover individual differences in the way tourism affects QOL. Trip characteristics are factors directly related to trips, and can affect QOL either direct or indirectly. Both characteristics interact and help link tourist satisfaction with particular life domains or satisfaction with life in general. The main focus is a model incorporating tourist motivation with profile variables, QOL domains, and overall QOL. Satisfaction with life domains and life overall, deal with the overall well-being in different aspects of an individual's life. In most research, these factors are the ultimate dependent variable. When moderator effects are included in a study or model, the overall sense of well-being in life domains and life overall can be enhanced.

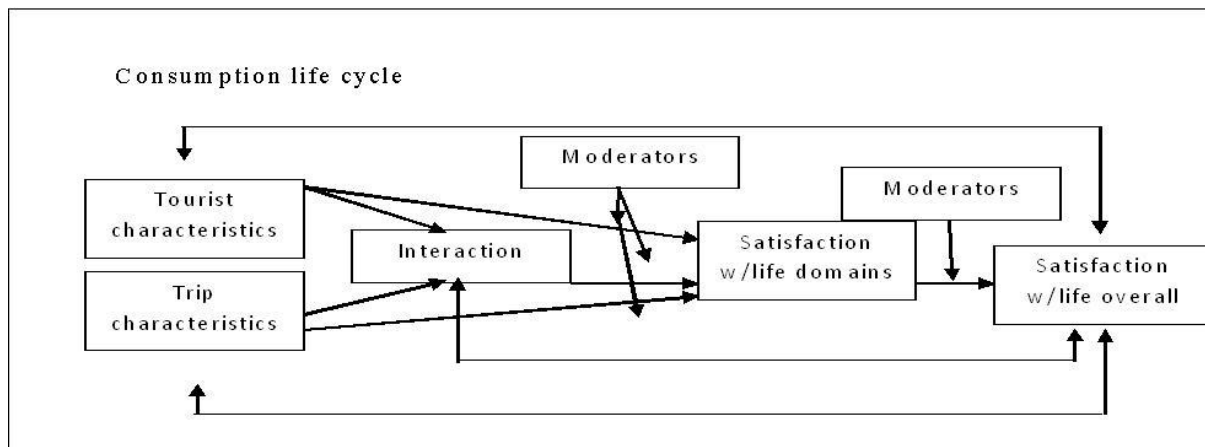


Figure 2: An integrated model reflective of current and future research in the effect of tourism on the QOL of individual tourists. Source: Uysal, M., R. Perdue and J. Sirgy. (Eds) (2012). Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities. The Netherlands, Springer, Dordrecht.

On the other side, there is a model dealing with tourism research from the perspectives of residents. This model postulates how residents see their living conditions (as a destination attraction) and how it impacts life domain. The nature of existing resources also impacts residents, and therefore their QOL as the resources affect economic conditions and infrastructure. Community resources and infrastructure are the elements in which tourism depends on to exist and survive. The first aspect of research is how to utilize and develop the resources needed for tourism. After they have been developed, it must be decided how to manage them over time. Moderators in community tourism typically involve stakeholders. Tourists affect stakeholders in different ways and therefore a challenge resides in finding the right combination of stakeholder goals and objectives and matching them with the planning and development of tourism projects. The model also assumes that there is a reciprocal interaction between perceived living conditions and perceived impact of tourism. Although there is not much research done to further explain and prove this assumption, there is enough to use it within the model of QOL. Tourism impact has a much greater focus today on sustainability than it has in the past. The key concept behind this is intergenerational which shifts the view to how we utilize resources today, to one where we are more conservative and use our resources carefully and sustainably. In means of host community research, resident support of tourism has been the primary concern and dependent variable over time. Research today though focuses more on support for tourism, rather than just aspects of planning and development.

In order to identify missing and assumed links between tourism research and quality of life, we need to focus both on the basic and growth needs of consumers, providers, including

employees of the industry. Thus, examining both intangible and tangible benefits from tourism activities from the perspectives of tourists and local residents should be part of any developmental efforts at any level of the tourism industry. It is clear that unsatisfied employees and residents as part of the production system cannot provide quality vacation experience. This cannot be good for business.

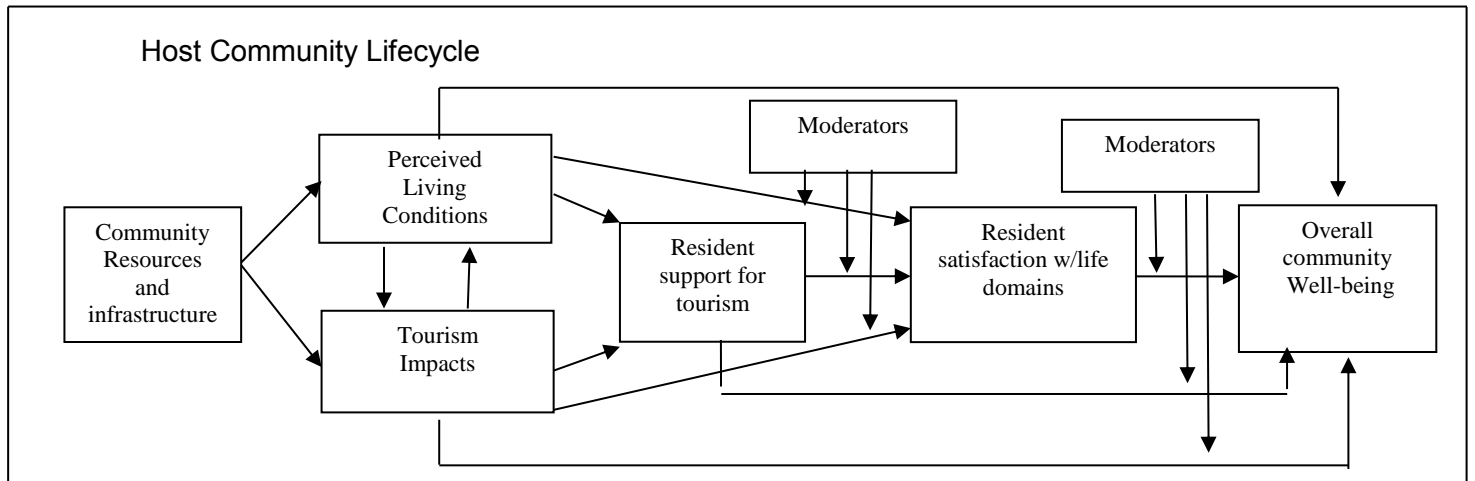


Figure 3: An integrated model reflective of current and future research in the effect of tourism on the QOL of residents. Source: Uysal, M., R. Perdue and J. Sirgy. (Eds) (2012). Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities. The Netherlands, Springer, Dordrecht.

Another implication deals with residence and the QOL model, as the use of community resources has not been fully linked with the attainment of particular QOL goals. This means that although, resources are vital to tourism, there has not been much research conducted showing that these resources also help residents with the achievement of QOL. We will see more research focused on this aspect of the importance of tourism as a socioeconomic force in places as destinations. Surely, in the next decade we will see more challenges that will necessitate new research streams in the area of resident and stakeholder satisfaction with life domains, and the effect it will have on QOL of those that represent both demand and supply sides of tourism activities. As tourism grows, an important goal should not only be to improve upon sustainability and development, but to also try to enhance the QOL of both tourists and residents. A key challenge will be creating a tool to measure and monitor use levels of activities, and as well as both cultural and natural resources.

Emerging Research Issues

The long term success, sustainability and competitiveness of tourism in destinations will certainly depend on tourism's potency to contribute to the improvement of all stakeholders' quality of life. This will be good business for all. As part of the fully functioning tourism system it is imperative to know that tourism establishments and hotel companies contribute to improving the quality of life in host communities and the well-being of their employees. Again we know from research that improving the quality of life of employees is at the heart of corporate social responsibility (CSR), and it is argued that, in recent years, hotel companies have gone to great lengths to improve the quality of life in local communities and the well-being of their employees. There is certainly more research needed to examine employee well-being and how this construct may affect commitment, productivity and performance measures, and quality of services provided (Kara and Uysal, 2012). Critically, by presenting concrete initiatives and highlighting their rationale, it is shown that a growing number of

hotels have embedded the idea of CSR into their business models (Bohdanowicz and Zientara, 2009). In the next decade, lodging providers as part of the tourism sector at the local, national, or international level will play an important role in the improvement of quality of life of communities with desired levels of development.

As Morgan et al (2010) beautifully put it; sustainability, tourism activities, and quality are all interrelated. Stakeholders need to reflect on whether the provision of quality tourism experiences compromise the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. QOL needs to be considered on a global scale.

We know that destinations go through phases, develop, become attractive, but eventually the desirability level of tourists to that destination declines, while the host community experiences changes in attitude. Therefore, in order for development strategies to be sustainable and competitive, market planners and developers need to know how citizens view their quality of life and how they might react to proposed strategies (Uysal, Woo, & Singal, 2012). The different phases of a travel experience also imply that it is not only possible but also feasible to create value-added dimensions at any point of the process. It is important for destination stakeholders to know that the phases of the process can act as sources of revenue generation, satisfaction, and dissonance.

An examination of existing literature from the perspectives of both tourists and community tourism reveal that we rarely use QOL life constructs (happiness, sense of well-being, community well-being, and satisfaction with life in general) as alternative dependent variables or possible outcome variables. We should use the constructs of QOL not only as dependent variables, but also as antecedents to consequent variables as we have recently seen in some tourism journals. Let's highlight and recap some key emerging issues in the following section.

- In the next decade we will see more research on the connection between tourism research and QOL related issues; focusing more on non-traditional outcome variables such as sense of well-being, wellness, and subjective well-being (SWB) satisfaction with overall life.
- We will need to develop a measure of community well-being that can focus on perceptions of tourism impact and various life domains.
- We will see more efforts in developing sustainable and QOL tourism indicators in order to measure and monitor the consequences of tourism activities.
- "Support for tourism development" may still serve as a dependent variable with less importance, but will be utilized more as an independent variable to QOL constructs with possible moderating variables such as level of development, stakeholder types, and the like.
- We will see more research on the interplays of destination competitiveness (DC), destination attractiveness (DA), destination sustainability (DS) and QOL constructs.
- Creating value or co-creation of value in experiences would be linked to subjective well-being (SWB) of participants and well-being of different stakeholders.
- It is also important to remember that examining such issues as outlined in this presentation would also require researchers to have theory-based frameworks in order to support research designs and approaches. These theoretical underpinnings should be reflective of the needs of both tourists and providers in the fully functioning tourism system.

We should also remember that 1) if tourism takes more than what it gives us, and then it is not sustainable and will have less leverage to improve QOL, 2) we need to keep in mind that unhappy stakeholders – residents and providers cannot provide quality vacation experience, and finally 3) we should know that unhappy employees could not deliver quality services.

We need to place more importance on monitoring development activities and behavioral shifts in the market place and need to understand how communities as destinations with different stakeholders are affected by tourism development and its assumed benefits. The challenge for us in the next decade is how we can mitigate the undesirable consequences of tourism activities and development while maintaining a desired level of quality of life. It is imperative that we also maximize the positive consequences of tourism impacts through sustaining resources that provide quality experience and services for tourists, tangible and intangible benefits for residents, facilitators and providers of the production and consumption of tourism goods and services.

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Tourism and the landscape: An intimate but overlooked connection?

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Introduction

From the first development of what can be described as modern tourism from the 18th century – the craze for the seaside and sea bathing, the Grand Tour, the discovery of mountains, the popularity of the English Lake District following Wordsworth, the Swiss Alps, Cooks Tours, Baedeker Guides and the like – the landscape was for many people the primary object of the visit. This development also coincided with the rise of the Romantic Movement, the discovery of the sublime in landscape aesthetics and the opportunity to obtain this in wild nature and dramatic scenery. The development of the railways, which permitted people to travel easily, more quickly and in more comfort also played a major role in the 19th century. In some places building a railway was only viable when tourism was factored in – hence the creation of Banff National Park in Canada as a justification for building the Canadian Pacific railway through the Rockies (Bell, 2008). Construction of large hotels in spectacular locations such as mountain ridges with sublime views obtained from comfortable bedrooms and terraces meant that many middle-class people could experience nature in an ordered and controlled way.

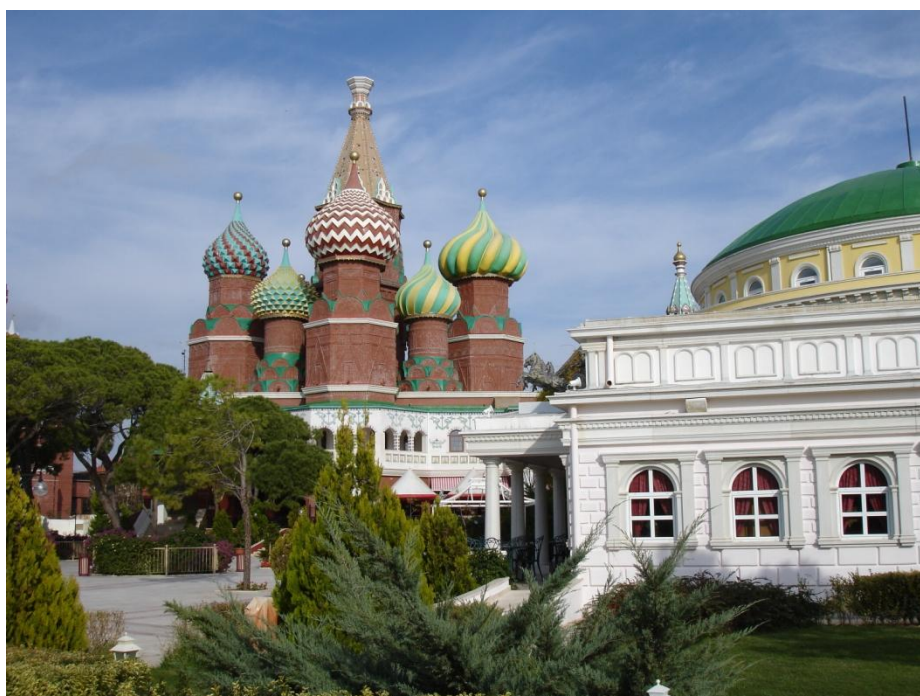
The rise in popularity of the beach holiday and the expansion of package tourism to cater for the lower middle and working classes, mainly in the 1970s, shifted the focus from the landscape (with its associated food and drink, travel experiences and mixing with local people) to beach and the self-contained world of the hotel and resort complex. Mass tourism has had a huge impact on many coastal landscapes, with examples of arguably hideous architecture, brutal transport infrastructure, damage to shoreline ecosystems and nature, through constructions on the beach or irrigated golf courses, as well as blighting the scenery. The idea of being on permanent holiday also came in with many of the regular holidaymakers deciding to retire to the Costa del Sol and similar places, fuelling demand for villa complexes which now litter the coastal zone and have led to massive urban sprawl. The people living there tend to become enclaves of their own nationalities and barely mix with the local people or engage in the local landscape. Once again, the necessary infrastructure and pressure on fragile environments make further impacts beyond the pastiche architecture, golf courses and British fish'n'chip shops/German pubs. Add to this the outrageous behaviour of young working class people spending a week in a resort such as Kavos on Corfu where they get drunk every night and go home with a collection of STDs and major cases of sunburn.

Fig 1. A villa development near Alicante in Spain for retired northern Europeans to live. Photo Ingo Zasada



The opening of Central and Eastern Europe has also had an impact as people begin to achieve living standards allowing them to participate in package tours. So we see enormous numbers of Russian package tours arriving in Turkey, Egypt and elsewhere, staying in massive hotels on all-inclusive packages and with an urgent desire to shop for designer labels (probably fakes) but not to engage with the local landscape apart from a coach trip to an archaeological site (perhaps).

Fig 2. The Kremlin Palace Hotel near Antalya, a pastiche of famous Moscow buildings for Russian tourists – St Basil’s Cathedral has a bar underneath! Photo: Simon Bell





Understandably the developers and hoteliers see great money-making potential here and demand drives supply so that the huge sprawl in Antalya and its neighbouring resorts has in part been driven by tourism, although after the first wave then Turkish people also moved there and added to the sprawl process. Most of this development has been without proper planning in most of the Mediterranean region, yet this is where the landscape and environment are most fragile. Mass tourism and large-scale development in popular areas has had massive impacts on the landscape, especially in vulnerable coastal regions. Major problems such as forest fires, pollution, traffic and water over-use take their toll. Erosion by thousands of feet, litter and vandalism by ignorant tourists also take their toll. Landscape planning, design and management at the larger scale – not just the design of the hotel gardens – need to be considered in tourism development and visit management. This should be an integral part of sustainable tourism.

The landscape as the setting for sustainable tourism

As tastes change, as travel as an objective becomes more popular once more and as issues such as sustainability start to gain in importance it is time to re-evaluate the place of landscape. Landscape according to the European Landscape Convention is: “an area as perceived by people whose character is the result of the action and interaction of natural and/or human factors” (Council of Europe, 2000). Landscape is therefore what surrounds us and the setting for tourism activities, even those of the beach holiday where there is a view out to sea. The engagement with landscape – being in it, hiking through it, looking at it, eating and drinking products made from it – provides us with opportunities to gain physical exercise, to de-stress, to learn new facts, to appreciate different cultural perspectives and to push the limits of our comfort zone. This makes us more adaptable and resilient.

The UNWTO defines **sustainable tourism** simply as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Sustainable tourism refers to the environmental, economic and socio-cultural aspects of development (people, planet, profit), and a suitable balance between the three to guarantee long-term sustainability. “Sustainable tourism:

- makes optimal use of environmental resources that constitute a key element on tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity;
- respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values, and contributes to inter-cultural understanding and tolerance;
- ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation” (UNEP and UNWTO, 2005-2).

The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves.

This seems all very well and a good set of objectives and principles which we can all sign up to. Making it happen is a different thing. However, this is where the landscape approach comes in very useful because, as a cultural construct and cultural object, landscape encompasses a lot – the geology which gives us the landform and mountains, coasts, islands etc; the ecology which sets the scene for the remaining native vegetation and wildlife as well as water resources: these are the natural ecological layers whose care and management relate not only to the environmental pillar of sustainability but also provide the setting and many of the aesthetic values associated with tourism. Upon these natural layers are the development of agriculture, settlement, communications and other human activities which evolved and developed over time, which lead to the current state of the landscape as well as its historical components. These are not only the aspects of cultural heritage saved through UNESCO World Heritage Site status but also the living culture of local people, crafts, music, food and drink and vernacular architecture. These are significant assets of any landscape and are of central importance to the social pillar of sustainability. The landscape also has a value over and above the land itself – the fact that people are willing to pay to visit an area for a wonderful aesthetic or cultural experience is an economic value expressed through travel and accommodation etc.

What we need therefore is to understand the integrated and indivisible nature of landscape as this totality of all elements connected in a number of ways through processes of evolution and change. If for tourism purposes the landscape is preserved too heavily it becomes a dead museum and if it is not managed correctly its main values can be lost as it becomes over developed for the very tourists who wish to experience its authenticity – a very fine balancing act in many areas. In order to test the role of landscape and the tensions between understanding of sustainability, let us look at two areas in Turkey, near Antalya, which were the focus of an international forum of landscape architecture held in 2012 as part of the LE:NOTRE project within ECLAS (the European Council of Landscape Architecture Schools) (Bell and Brinkhuisen, 2013). The following section is based on extracts from this chapter written in large part by the author.

Kemer and Çıralı, Antalya, Turkey – two contrasting tourism developments

Kemer is an example of a tourism development of the original Turkish model, which started in the 1970s. South Antalya region was selected as a case area for the South Antalya Tourism Development Project, which is regarded as the first integrated tourism scheme in Turkey. The idea was to protect forests, to preserve agricultural lands and to maintain tourism developments in dedicated sites. From being a small village with a population of 1500 people in the 1950s, Kemer became a central resort providing services and social facilities for South Antalya region. However, revisions took place in the project in 1988, 1990 and 1996, which brought a major increase in the tourism capacity from that originally envisaged. Today there are 357 hotels with a bed capacity of 78,000 in Kemer.

The growing tourism capacities in Kemer have caused significant impacts on the natural environment. Exploitation of coastal areas as well as natural wetlands, agricultural areas and forests resulted in the conversion of these areas into tourism-based urbanisation. The estuary of Ağva River and the coastal plain, now occupied by town and hotel buildings, were originally used by nomadic people to graze their animals and grow crops during the winter months. Tourism developments in Kemer started with 8 hotels and 5538 beds (Atik, 2003). The first hotels were constructed along the beachfront. The revision of the strategy after 1988, with rising demands, led to more tourism buildings and capacity and enlarged the areas of tourism development from coastal sites inland towards forest and agricultural lands. The area behind the coastline became developed with service facilities, shops and so on, displacing the agriculture bit by bit.

Fig 3: A view overlooking Kemer from a nearby hilltop, showing the density of the development. Photo: Marlies Brinkhuijsen



When compared to Kemer, Çıralı is a very small player in tourism terms. It is also a flat area at the mouth of two rivers and has a similar history to Kemer in its initial development from a nomad grazing area to an agricultural settlement. However, in part due to difficulties of road access down from the coastal highway, it was bypassed by the larger-scale tourism development. In the absence of large investors tourism became an activity gradually developed by local people – essentially the farmers – by opening pensions and smaller-scale accommodation, which attracted smaller numbers of tourists who wanted to avoid the mass-market experience. By the late 1980s tourism had become one of the most important income-generating activities and the biggest source of income for the local people. The very first pension-like accommodation was set up in 1982. Çıralı is a unique example of an entire resort comprising family-run pension-based ecotourism, organic agriculture and nature

conservation all organised by the local people. The amount of home-pension accommodation has risen quite steadily since the end of the 1980s.

Çıralı has been seen as a model for sustainable tourism for many other protected areas and regions. Family-run pensions, organic agriculture and the natural and historical settings are the key features of tourism in Çıralı. The number of certified eco-farmers increased from 33 in 2003 to 50 in 2006. The number of visitors is expected to be between 20-30,000 people per year. Organic farming in an area of 26 ha free from commercial agro-chemicals has been a useful tool in preventing building construction on fertile arable agricultural land. The natural environment, the interesting landscape features of mountains, coast, dunes, rivers, traditional settings and land use patterns, historical sites of Chimera (Yanartaş) and Olimpos ancient city and the coastal habitat of the turtle (*Caretta caretta*) maintain important unique values for the region.

Fig 4: The low density development of Çıralı, pensions set among orange groves with the sea beyond. Photo: Marlies Brinkhuijsen



The tourism potential of Çıralı is based not only on the sea and the beach – although these are of course important – but it has a wealth of landscape assets which enables it to attract tourists interested in immersing themselves in the region and its culture and who want to do other things than sun tanning on the beach – especially in the off-season.

The 2012 workshop participants who visited both places made a comparison of the two in tourism terms viewed from the perspective of landscape architects. (Table 1).

Table 1: Evaluation of Kemer and Çıralı by the LE:NOTRE workshop participants

Criteria and target conditions	Description for Çıralı	Description for Kemer
Protection of natural resources	High percentage of protected area	High amount of developed area
Efficiency of resource consumption	Efficient use of land resources Buildings are kept small No environmental standards	Inefficient land consumption by buildings The majority of tourism operators have implemented environmental standards
Effect on local income	Small, family-run businesses Integration and selling of regional and local products	Foreign investors and staff or staff from outside the area Products served which use ingredients or are sourced from outside of the area
Quality of working conditions	Strong local employment rate Further qualification opportunities for locals	Seasonal fluctuations in the employment rates Small proportion of local full-time employees
Improving the stability of the regional economy	High share of regular guests (returning each year)	Significant seasonal fluctuation Incentives for visitors in low season (spring)
Strengthening small and medium local and regional enterprises	Share of local suppliers in the tourism sector Strong network	Not known
Conserving of traditional housing and landscape structures	Beds offered by locals in traditional houses Concepts for local development and building style – foreign investors excluded	Little integration of typical structures in hotel buildings. Architectural abandonment of traditional housing apart from the old town centre
Improving cost efficiency and sustainable cooperation in marketing	Local food is used and no transport costs.	Food is brought in but bulk purchases and large quantities make transport efficient
Enhancing visibility	Recommendation-based and via internet, aimed at specialist markets	Marketed through main media and franchise chains of hotels
Raising the quality of experience	Authenticity and nature experience	Diverse quality standards and minor experience of nature and cultural identity
Empowering communities - keeping community life intact and active	Collaboration and exchange of information and experience among the villagers	No visible connections to local communities
Ensuring and enhancing the quality of life for residents	Infrastructure and opening times independent from tourism seasons Local people have mixed income sources and strong family connections, anchored in the local area	There are few permanent residents, few people from or tied to the area, low community strength.

From this evaluation it seems clear that by bringing the landscape back into tourism development in this integrated approach has the potential for excellent sustainable development and also to supply a very special and unique tourism experience to those people who prefer to immerse themselves in an area in many ways including eating and drinking the products of the landscape.

Getting away from it all

We all need to get away from the stresses of our day-to-day lives and outdoor recreation or tourism in different but rich surroundings – rich in nature and culture but also offering a contrast with our usual environment – offers many possibilities. Presumably the youngsters who want sea, sun, sand and sex in Kavos also get away from it all (although they may take unwanted things home with them) but this kind of hedonism may not offer the real possibilities that tourism in a landscape such as that of Çıralı. However, is it possible to develop all tourism offers to be as low key as that? How can all the millions of tourists be accommodated if that is the only model? Clearly that kind of immersion in landscape has to remain limited as the carrying capacity of the landscape cannot deal with it otherwise, and are not what some groups are looking for. There can be aspects of resource use efficiency in terms of the big hotels concentrated in one area but the wider setting such as that of Kemer needs to be considered at a landscape scale.

Conclusions

The story of Çıralı and Kemer illustrates one of the dilemmas facing tourism development and management in an era where sustainability is the watchword. The solution is not a simple dichotomy between the kinds of experiences and forms represented by these two models. However, when one of the original and continuing characteristics of a tourism experience is that of landscape (or scenery) and all the wonderful emotions that can be released by immersing ourselves in it with all our senses we really should understand more about how to achieve this, to meet market expectations and to reduce the impacts on the very places where these possibilities can be maximised.

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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

Uganda Community Tourism Association

(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 Beckett 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 Lincoln
University of Plymouth
University of Sunderland
University of Surrey
University of Westminster
WA Consultants

United States of America

Clemson University

ATLAS Future events

ATLAS Africa Conference 2015 Tourism and Inclusive Growth in Developing Economies Dar es Salaam, Tanzania 4-5 June, 2015

The 9th ATLAS Africa conference will be hosted by the University of Dar es Salaam Business School, Tanzania.

The main theme of this event is Tourism and Inclusive Growth in Developing Economies. The call for paper will list the main topics of the theme as follows:

- Tourism policies and inclusive development
- Innovation for inclusive growth in tourism
- Tourism resource use, management and conservation
- Investment and entrepreneurship in tourism
- Opportunities and challenges for inclusive growth
- Tourism sector linkages and poverty reduction
- Public-private partnership for inclusive development
- Rural empowerment and economic transformation

ATLAS Religious Tourism and Pilgrimage SIG meeting Religion Spirituality Culture and Tourism Girona, Spain 10-13 June, 2015

ATLAS Independent Travel Research Group Interest Group Independent Travel and Sustainability Parimaribo, Suriname 19-21 June, 2015

With the support of the Embassy of Suriname in France, the Anton de Kom University in Suriname and SANTOUR

Following the fifth expert meeting in Beirut, Lebanon in 2013, and previous meetings in Shimla, India in 2008 and in Hermanus, South Africa in 2010, the Independent Travel Research Group of ATLAS are pleased to announce a call for papers for the sixth meeting in Paramaribo, Suriname in association with the Anton de Kom University of Suriname and the Embassy of Suriname in France, in close collaboration with the Permanent Delegation of Suriname to the UNESCO and SANTOUR.

The overall conference aim is to further examine and review research into the relationships between independent travel and issues of sustainability. The theme draws upon recent tourism literature that argues that the identified gap between sustainability as a concept, and the empirical reality of the unsustainable nature of many tourism operations around the world, raises fundamental questions as to the achievability of this highly praised “balance” between the economic, social and environmental goals that need to coincide in pursuit of sustainable development.

The need for a more sustainable approach to tourism development is most apparent in the fragile economies of developing and emerging destinations, like Suriname. According to the ATLAS Independent Travel Research Group programme, potential themes to be addressed include following, particularly in the context of Independent Travel:

- Environmental impacts of traveller’s mobilities, recreation, behaviour.
- Economic and Social Sustainability of Independent Travel
- Independent travel in fragile environments
- Environmental security and the Independent traveller
- Traveller-Environment interactions and relationships
- ‘Green’ Travel Marketing for Independent travellers
- Independent Travel and Climate Change
- Alternative Travel and tourism (responsible travel, backpacker tourism, ecotourism, voluntourism, social tourism)
- Industry certifications, labels, programmes
- New Technologies and Sustainable Travel
- Renewable energies and Sustainable Travel
- Natural disasters, crisis, and independent travel
- Community Development, Well Being, and Resident Attitudes
- Independent travel and tourism management in World Heritage Sites
- Product development for the Independent travel market

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

Abstracts should be submitted to ATLAS through Easy Chair Link and should include author's name, institution, contact address/e-mail and title. Abstracts (approximately 500 words) should indicate background, theoretical/ practical implications, methods and/or data sources, and indicative findings of the paper.

Previous ATLAS Research Group meetings have led to significant publications. We envisage that this will be the case also with this meeting through edited special issues of journal(s) and/or edited book.

Important Dates

Abstract submission deadline: 5th January 2015.

Notification of acceptance: 15th April 2015.

For initial further information please contact Dr. Cody Morris Paris: c.paris@mdx.ac

ATLAS Annual Conference 2015

Risk in Travel and Tourism: Geographies, behaviours and strategies

Lisbon, Portugal

October or November 2015

The ATLAS annual conference 2015 will be hosted by the Institute of Geography and Spatial Planning–University of Lisbon (IGOT-ULisboa), in Portugal.

The theme of this conference will be Risk in Travel and Tourism: Geographies, behaviours and strategies and the sub themes are:

- Physical hazards: climate change, coastal erosion, extreme events, water scarcity;
- Global and regional geopolitics: conflicts and political instability, migration flows, terrorism, economic crisis,...;
- Socio-demographic issues: health/diseases; ageing; human settlements – urban and coastal; hosts-guests encounters/conflicts;
- Destinations at risk: endangered places (e.g. Maldives; Amazonia; pristine and protected environments; polar regions); commodification and carrying capacity (mature destinations; UNESCO sites,...);
- The lure of risk: war zones, slums, extreme environments, unsafe places, perceived risk in outdoor activities;...;
- Risk management in travel and tourism: stakeholders perspectives (national/regional governments; international organizations; insurance companies;...)

ATLAS Annual Conference 2016

Tourism, Lifestyles and Locations

Canterbury, United Kingdom

Fall 2015

The ATLAS annual conference 2016 will be hosted by the Canterbury Christ Church University in the United Kingdom.

The theme of this conference will be Tourism, Lifestyles and Locations and the sub themes are:

- Tourism and the city
- Reflections on heritage leisure
- Lifestyles creative industries
- Tourism and ethical lifestyles
- Reconceptualising events
- Tourism and leisure education and knowledge exchange

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

ATLAS regional groups

ATLAS Africa

Wilber Ahebwa
Makerere University
Uganda
ahebwawilber@yahoo.com



The best news this year is the publication of a special issue, which emerges from the ATLAS Africa Conference held in Kigali Rwanda.

African tourism & hospitality in global society: Central or peripheral?

Tourism and Hospitality Research (Sage)
Special Double Issue 2014; Vol. 14, No. 1-2
<http://thr.sagepub.com/content/14/1-2?etoc>

Edited by:

Dr Wilber Manyisa Ahebwa (Makerere University, Uganda) – Chair of ATLAS Africa
Dr Marina Novelli (University of Brighton, UK)



Tourism in Africa and particularly, in the Sub-Saharan Africa is growing at a rate faster than the global tourism industry growth rate (Katongore et al., 2014). The International Monetary Fund (2013) viewpoint for the region remains broadly positive as a gross domestic product growth at 4.75% was registered in 2012, with projected increases to 5.5% for 2013 and 6% for 2014. This implies that Africa is gaining popularity as a long haul destination.

According to a recent World Bank (2013) publication, tourism can be a powerful and meaningful 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, with already, one in every 20 jobs in Africa involves the tourism, travel hospitality industry.

Despite this seemingly impressive picture and percentage growth rate, while in the year 2012, the international tourist arrivals totalled to over 1.035 billion, Africa's market share was only 52 million which is 5% of the global figure (United Nations World Tourism Organisation, 2012).

This gloomy percentage raises a question whether African tourism and hospitality sector is actually central or peripheral in the global context, a question, which we attempt to address in this special issue, which emerges from the ATLAS Africa Conference held in Kigali Rwanda (3-5 June 2013) and includes the following papers:

Editorial

African tourism and hospitality in global society: Central or peripheral?

<http://thr.sagepub.com/content/14/1-2/3?etoc>

Wilber Manyisa Ahebwa and Marina Novelli

Articles

Spatial analysis of tourism income distribution in the accommodation sector in western Uganda

<http://thr.sagepub.com/content/14/1-2/8?etoc>

Bright Adiyia, Dominique Vanneste, Anton Van Rompaey, and Wilber Manyisa Ahebwa

Negotiating gender and tourism work: Women's lived experiences in Uganda

<http://thr.sagepub.com/content/14/1-2/27?etoc>

Brenda Boonabaana

The impact of ecotourism employment on rural household incomes and social welfare in six southern African countries

<http://thr.sagepub.com/content/14/1-2/37?etoc>

Susan Snyman

Tourism in the East African Community (EAC): Challenges, opportunities, and ways forward

<http://thr.sagepub.com/content/14/1-2/53?etoc>

Moses M Okello and Marina Novelli

Proud to be Dogon: An exploration of the local perspective on cultural tourism and cultural heritage management in Dogon country, Mali

<http://thr.sagepub.com/content/14/1-2/67?etoc>

Rosalie E van Deursen and Wendy F Raaphorst

The potential for coffee tourism development in Rwanda – Neither black nor white

<http://thr.sagepub.com/content/14/1-2/81?etoc>

Karthick Anbalagan and Brent Lovelock

Publish or perish: African scholarship in the field of tourism and hospitality studies

<http://thr.sagepub.com/content/14/1-2/97?etoc>

Aaron KB Yankholmes

Fair Trade Learning: Ethical standards for community-engaged international volunteer tourism <<http://thr.sagepub.com/content/14/1-2/108?etoc>>

Eric Hartman, Cody Morris Paris, and Brandon Blache-Cohen

Book review

Walter van Beek and Annette Schmidt (eds.), *African hosts and their guests: Cultural dynamics of tourism*.

<http://thr.sagepub.com/content/14/1-2/117?etoc>

Claudia Dolezal

Tourism and Hospitality Research THR (Sage Journal) is firmly established as an influential and authoritative journal for tourism and hospitality researchers and professionals. *THR* covers applied research in the context of Tourism and Hospitality in areas such as policy, planning, performance, development, management, strategy, operations, marketing and consumer behavior. We accept papers in other areas within the context of tourism and hospitality provided the paper delivers research with significant implications for tourism and hospitality. Each issue of *Tourism and Hospitality Research* publishes: detailed, authoritative applied research papers from researchers and practitioners worldwide. We also accept industry Case Studies; Research Notes; Conference Reports; Practitioner Briefings; and Book Reviews that are addressing key issues, challenges and innovative aspects of tourism and hospitality. For more information about Tourism and Hospitality Research, please visit <http://thr.sagepub.com/>. We look forward to receiving your valuable contribution to THR.

The Editorial Team

Dr Marina Novelli, Dr Clare Weeden and Ioannis Pantelidis, Merz Hoare

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No report available

ATLAS Americas

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The European Association for Tourism and Leisure Education: ATLAS (<http://www.atlas-euro.org>), in collaboration with the American Association of Leisure Studies OTIUM (<http://www.asociacionotium.org>) propose joint development of an American ATLAS headquarters and tourist branch of the Red OTIUM.

This initiative will begin in the framework of the "VIII OTIUM Association Meeting" to be held from 23 to 26 November 2014 in Damaso Antonio Larranaga (Montevideo-Uruguay) Catholic University.

OTIUM is the main organizer of the conference at which, on Tuesday, November 25, members of ATLAS and OTIUM, work together for the implementation of the project. Contact persons:

Ricardo Lema: rlema@ucu.edu.uy

Luis Machado: lmachado@ucu.edu-uy

The conference will bring together universities and other institutions to develop training tasks, research, innovation and dissemination of fields related to Leisure Studies (leisure, culture, tourism, sport and recreation), defined leisure as a factor of social development, economic, cultural, environmental and community. The conference theme is: "Leisure and Recreation for citizenship empowerment".

ATLAS coordinates OTIUM-TURISMO/ATLAS AMERICAS initiative that seeks the establishment of an entity formed by universities, other institutions, individuals, professionals and researchers in the field of tourism activity in Latin America. It aims to be a meeting point between academics and practitioners in the field of tourism and leisure in various Latin American countries.

ATLAS Asia-Pacific

At the moment there is a vacancy for the role of coordinator for ATLAS Asia-Pacific

No report available



ATLAS Middle East

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We are happy that the ATLAS members approved the nomination of Cody Paris as member of the Board. He will look into the possibility to launch an ATLAS Middle East chapter.

ATLAS Special Interest Groups

Cultural Tourism Research Group

Greg Richards
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The ATLAS Cultural Tourism Research Project was launched in 1991 with support from the European Commission. Since then over 200 researchers from 50 different countries have been involved in collecting data on the consumption of culture by tourists.

Work by Mieke Pelzer and her colleagues at Zuid University in the Netherlands has led to the compilation of a new ATLAS Cultural Tourism Report, covering the period 2008-2011. Data from eight countries are analysed in the report, which should be published later this year by ATLAS. In the meantime, research work continues, with data currently being collected by colleagues in a number of different countries.

One of the main locations in which data has been consistently collected in recent years has been the Romanian city of Sibiu, European Cultural Capital in 2007. Ilie Rotariu, together with his colleagues at the Lucian Blaga University of Sibiu, have over the years collected a vast amount of data that charts the development of cultural tourism in the city as well as monitoring the effects of the European Cultural capital event (see Richards and Rotariu, 2007, 2011).

An initial analysis of data collected in Sibiu in 2014, for example, indicate that about 20% of visitors interviewed were foreign tourists. This underlines the significant effect of the ECOC on the international image and drawing power of Sibiu as a cultural tourism destination. Almost 90% of visitors also agreed that Sibiu was a 'cultural' city, and over 70% indicated that the city had gained more coverage in the international media as a result of the ECOC. These initial results show that the effects of an event such as the ECOC can be long lasting, even in the face of adverse economic circumstances.

A joint meeting was held between the Cultural Tourism Group and the Capital Cities Group in Barcelona in 2013, which resulted in an e-book recently published by ATLAS. Edited by Greg Richards and Paolo Russo, the book *Alternative and Creative Tourism* includes 10 chapters on new directions in tourism development from a range of different countries. The production of 'new tourism spaces' that is evident in the case of Sibiu is also the subject of a workshop stream of the Budapest conference being organised by Paolo Russo and Greg Richards. This is a development of a discussion that emerged at the Expert Meeting organised by the group in Barcelona in 2013, where the effect of new accommodation systems such as Airbnb and Couchsurfing became evident. The workshop in Budapest will be one of the activities to lay the groundwork for a publication on *New Localities in Tourism*, due to be published by Channel View next year.

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- Richards, G. and Rotariu, I. (2008) Sibiu European Capital of Culture 2007: Evaluation report. Arnhem: ATLAS.
- Richards, G. and Rotariu, I. (2011) Ten Years of Cultural Development in Sibiu: The European Cultural Capital and Beyond. Arnhem: ATLAS.
- Richards, G. and Russo, A. P. (2014) *Alternative and creative tourism*. Arnhem: ATLAS.

Gastronomy and Tourism Research Group

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The ATLAS Tourism and Gastronomy group was formed in 2000, and held its first meeting in the Alto Minho region of Portugal in 2001. The group was active for a number of years, producing a number of publications (Hjalager and Richards 2002; Collen and Richards, 2003). Recently, however, Coordinator Kevin Fields had to step down due to ill health, and this produced a lull in activities.

A recent surge in interest in gastronomy has breathed new life into the group, and this led to the organisation of another meeting in the Alto Minho region in 2014. This time the location was the School of Agriculture, Polytechnic Institute of Viana do Castelo, in Refóios do Lima, Portugal. Thirty delegates from Portugal, South Africa, the United States, Thailand, New Zealand, the UK, the Netherlands, Spain, Russia and Ireland came together there to discuss the growing tensions between innovation and tradition in gastronomic systems. While innovative chefs gather Michelin stars, at local level others struggle to maintain gastronomic traditions, which often have a much lower profile. In many cases, however, it is the 'everyday' food that attracts people to particular places, rather than star chefs.

A full report of the meeting is available on:
<https://independent.academia.edu/gregrichards/Tourism-and-gastronomy-publications>

Some of the papers from the meeting are currently being considered for publication in the new journal *Gastronomy and Tourism*, edited by Anne-Metter Hjalager, which was also presented at the meeting.

The Alto Minho meeting also included the launch of the candidacy of the region for the new European Region of Gastronomy title, due to be awarded for the first time in 2016. The award is being developed by the International Institute for Gastronomy, Culture, Arts and Tourism (IGCAT), which also supported the expert meeting. One of the important priorities of the Alto Minho programme for 2016 will be the development of educational programmes and research in the field of gastronomy and tourism. In conjunction with other European regions, IGCAT and ATLAS, the Alto Minho is seeking to develop a European network of tourism and gastronomy education, which is planned to include ERASMUS exchanges and joint Masters programmes.

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Hjalager, A-M. and Richards, G. (2002, eds) *Tourism and Gastronomy*. Routledge, London.

Business Tourism Research Group

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No report available

Capital City Tourism Research Group

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We have continued to make progress since our last SIG meeting.

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.

A joint expert meeting with the Cultural Tourism SIG on *Alternative and Creative Tourism* was held in Barcelona in June 2013. 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). However Greg Richards and Melanie Smith organised a very successful meeting. One outcome was that papers from the meeting were edited to produce a book edited by Greg Richards and Antonio Paolo Russo (*Alternative and Creative Tourism ATLAS 2014*). There are 10 chapters on aspects of creative and alternative tourism, and it is available via the ATLAS website.

A meeting of the Cities and National Capitals SIG will take place at the ATLAS 2015 conference.

Volunteer Tourism Research Group

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The research group has been active for six years. Whilst last year's review was a reflection on the first five years of this SIG, this year I would like to tell you about the activities of 2014 and in particular our 'great news' but also other publishing opportunities coming up.

GREAT NEWS!

An ESRC Seminar Series Grant has been secured entitled '*Reconceptualising International Volunteering*' which supports two years of funded seminars. This was a submission lead by the University of Brighton with the Universities of Kent and Strathclyde and supported by the ATLAS SIG on Volunteer Tourism. The first of the six seminars will take place in January 2015 at the University of Brighton. It will be great opportunity for members of the SIG and others interested in this area of research to get together.

2014:

The Worldwide Hospitality and Tourism Themes (WHATT) journal will publish a special issue based around the theme of '*pursuing quality in volunteer tourism*' which will be published in 2015. The special issue is the output from the ESRC Festival of Social Science funded event (2013) - Pursuing Quality in International Volunteering; held at the University of Brighton, Brighton, UK. This event and funding would not have been possible without the ATLAS Volunteer Tourism Group, who also sponsored along with Blue Ventures and Biosphere Expeditions the post event drinks.

A special stream for Volunteer Tourism (2014) was part of the ATLAS annual conference, in Hungary (October 2014).

Looking forward:

There is another special issue being planned for 2016 entitled '*International Sport Volunteering*' (with Nick Wise from the University of Glasgow). It was felt that research into sport volunteering within national boundaries is reasonably well developed, and therefore more research is needed to evaluate the impact and assess sport volunteering in international contexts at a range of scales to critically frame successes and limitations to the wider body of volunteering literature. Details will be circulated shortly but if this is your area and you want to talk about submitting a paper please contact me.

As part of the dissemination from the ESRC Seminar Series there will be a number of opportunities for publishing.

International Conference on 'International Volunteering' to be held at the University of Brighton in July 2016.

Independent Travel Research Group

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No report available

Religious Tourism and Pilgrimage Research Group

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The International Journal of Religious Tourism and Pilgrimage <http://arrow.dit.ie/ijrtp/>. The Journal now has an ISSN number - ISSN 2009-7379 This makes the Journal more formal, and hopefully will encourage more people to submit articles / material to us

As of today we've had 3385 individual article downloads since launch of the Journal mid-February. While approximately half of the downloads occurred in the first fortnight, there has been a steady interest in all of the papers, with the 'traffic' levelling out to about 20 downloads per day over the past number of weeks.

The two most popular papers are:

- How Long Does the Pilgrimage Tourism Experience to Santiago de Compostela Last?
- A Scalar Comparison of Motivations and Expectations of Experience within the Religious Tourism Market

Events Research Group

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The Events group currently has 25 members from 12 different countries. Over the past three years the group has organised meetings in the Netherlands, Portugal and the UK. Following the publication last year of the group's first collected volume *Exploring the Social Dimension of Events* (Routledge), work has proceeded on bringing together the papers on Event Design presented at the second meeting in Peniche, Portugal in 2013. The volume *Event Design: Social perspectives and practices*, edited by Greg Richards, Lénia Marques and Karen Mein, was published by Routledge this month. It contains a range of perspectives on event design, including service design, visitor journeys, ritual analysis, urban studies and Imagineering.

The long term development of the social network perspective on events was continued during the meeting on Visitor Engagement organised at Sheffield Hallam University in the UK. This event brought together 22 scholars from seven countries to analyse different dimensions of engagement and visitor experience. The concept of engagement proved particularly difficult to pin down, and many different conceptual approaches to the question were presented. Much of the discussion revolved around the extent to which engagement could be equated with experience, in particular 'peak experience' or 'flow'.

A workshop session was also organised at the ATLAS Annual conference in Malta on Event Evaluation. A total of seven papers were presented during this session, including contributions from the Netherlands, Romania, the UK and Malta. Two of these papers have subsequently been published in the Journal of Policy Research in Leisure, Tourism and Events (Peperkamp, Rooijackers and Remmers, 2014; Richards, 2014). The papers presented during the Malta conference touched on many issues surrounding monitoring and evaluation of events, including problems of attribution of impacts, political influence and comparability of results.

Following the success of this workshop stream, another event is being organised in conjunction with the Budapest conference, focussing on the relationship between Quality of Life and Events.

Research has also continued in the framework of the ATLAS Event Monitoring Project. This uses a basic standardised questionnaire to generate comparative data on events from different countries and contexts. A number of studies have been completed in the past two years, including medieval and gastronomic events in Portugal (Cardoso et al., 2014), the Pori Jazz Festival in Finland, the Feria de Abril in Seville and Barcelona in Spain, and other festivals in Cyprus and the UK.

An analysis of the data from the first rounds of data collection has revealed strong links between modes of event participation, event form and levels of engagement. For example, the more engaged people feel with an event (as measured through an 'event engagement scale'), the more likely they were to 'feel part of a bigger community' (figure 1). Engagement with the event also increased with the number of visits to the event (figure 2).

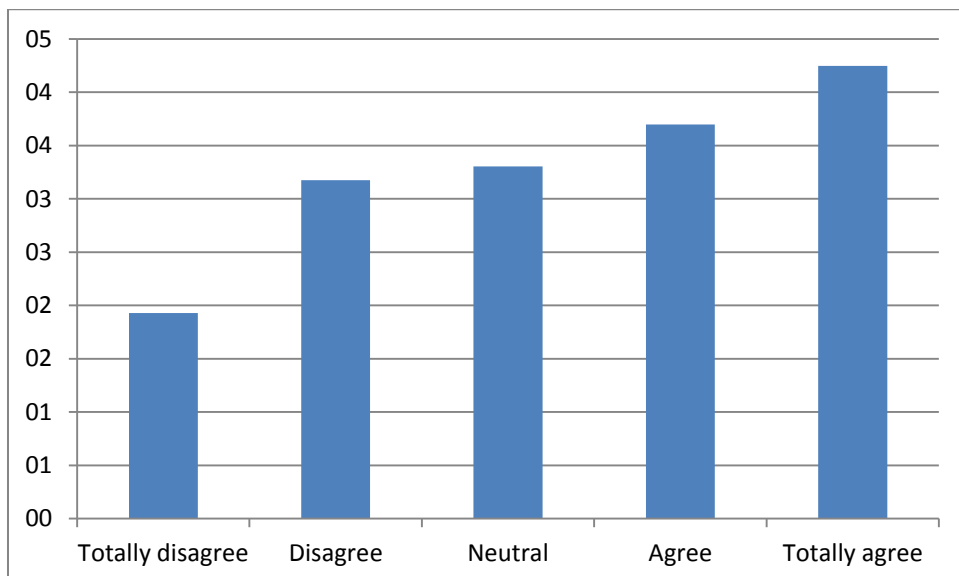


Figure 1: Engagement scale scores (1-5) by 'feeling part of a bigger community'

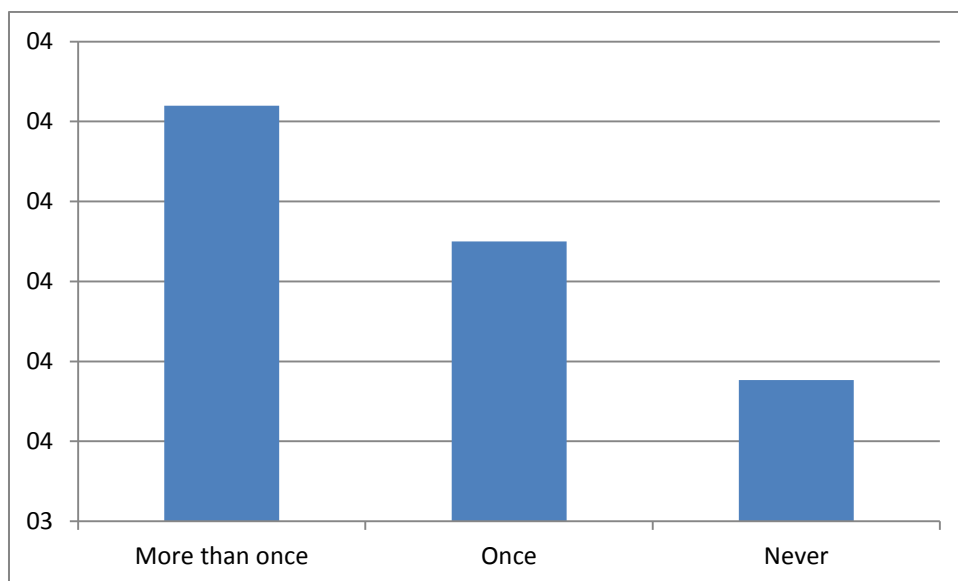


Figure 2: Engagement scores by number of previous visits

The group hopes to expand participation and coverage of the research in the coming year. The next meeting of the group is planned to be held at the University of Salento, in Southern Italy, in May 2015. The proposed theme of the meeting is Creating and Bidding for Events.

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ATLAS new publications

This year ATLAS has started selling some of its publications in PDF format. This will save the buyers shipping costs.

In our online webshop it is also possible to buy a special version of the PDF publications with a Library Licence. With this Library Licence you or your library will get permission to host the PDF on your catalogue for your students and staff. Of course ATLAS members will still benefit from the 20% discount on the publications.

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

Price ATLAS members: € 12

Price non-ATLAS members: € 15

Duim R. van der, Onderwater L. and Veldman J. (2013)

Environments of Exchange: Leisure and Tourism. ATLAS Reflections 2013.

Arnhem: ATLAS, 58 pp. ISBN: ISBN 978-90-75775-68-6

Price ATLAS members: € 8

Price non-ATLAS members: € 10

Richards G., Russo A.P. (eds) (2014)

Alternative and Creative Tourism (in PDF format)

Arnhem: ATLAS, 125 pp. ISBN: 978-90-75775-69-3

Price ATLAS members: € 20

Price non-ATLAS members: € 25

Richards G. (ed) (2014)

Guimarães and Maribor. European Capitals of Culture 2012 (in PDF format)

Arnhem: ATLAS, 80 pp. ISBN: 978-90-75775-73-0

Price ATLAS members: € 20

Price non-ATLAS members: € 25

Duim R. van der, Onderwater L. and Veldman J. (2014)

Tourism, Travel and Leisure - Sources of Wellbeing, Happiness and Quality of Life. ATLAS Reflections 2014 (in PDF format)

Arnhem: ATLAS, 58 pp. ISBN: ISBN 978-90-75775-72-3

Price ATLAS members: € 8

Price non-ATLAS members: € 10

Duim R. van der, Zellmer K., Kloek M., Saarinnen J., van der, Klep G. (eds) (2007, 2008, 2010, 2014)

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.)

Volume 8: Tourism, nature and environmental education in Africa **NEW (in PDF format)**

Volume 9: Sustainable tourism and environmental education: A natural link **SOON TO BE PUBLISHED (in PDF format)**

Arnhem: ATLAS

Price ATLAS members: € 12 per volume.

Price non-ATLAS members: € 15 per volume.

Palmer R and Richards G. (2007, 2009, 2011, 2012, 2014)

European Cultural Capital Report.

Part 1, 2, 3, 4 and 5. Arnhem: ATLAS. Part 5 is **NEW**

Part 1: 70 pp. Part 2: 83 pp. Part3: 92 pp. Part 4: 106 pp. Part 5: 132 pp.

Price ATLAS members: € 55 per part. Bundle price: € 170

Price non-ATLAS members: € 70. Bundle price: € 210

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