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**Risk in travel and tourism:
Geographies, behaviours and
strategies**

ATLAS Reflections 2015



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**Edited by:
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Leontine Onderwater
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Introduction

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Dear ATLAS members

In this third year as co-ordinator of ATLAS I enjoyed participating in two main events - the Budapest conference and the ATLAS Africa conference in Dar-es-Salaam, Tanzania – and am looking forward to the 2015 Lisbon conference.

2014 ATLAS Annual Conference Budapest

The 2014 ATLAS Conference in Budapest explored 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. 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 provided a platform for researchers and industry representatives based on information, data and evidence to discuss the ways ahead how travel, tourism and leisure contribute to wellbeing, happiness, and quality of life. Excellent key note presentations by Dina Glouberman, Muzaffer Uysal and Simon Bell, as well as many workshop presentations, clearly contributed to a better understanding and sketched a way forward in research and education.

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.

2015 ATLAS Africa conference

In June 2014 ATLAS Africa organised its 9th conference, this time in Dar es Salaam, Tanzania. The theme of the 9th ATLAS Africa conference focused on the relation between tourism and inclusive growth. I wish to like to thank the staff of the University of Dar es Salaam Business School for organising this conference and for their hospitality.

At the conclusion of the conference, a “top twenty” key challenges and opportunities, that could impact on tourism and inclusive growth in developing economies in Africa (that could be placed on the future tourism research agenda), were identified by panel members and delegates. This top twenty can be found in the report of the ATLAS Africa chapter in the Reflection report.

The next ATLAS Africa conference will be organised in 2017 in Eldoret, Kenya.

2015 ATLAS Annual Conference Lisbon

The 2015 conference, entitled "Risk in Travel and Tourism: geographies, behaviours and strategies", is hosted by the Centre for Geographical Studies, University of Lisbon. Risks in travel and tourism are inherent and to some extent boosted, as individuals move away from the place of residence to unknown and different places/destinations. Also, as an economic activity, tourism is – as any other “industry”/business – submitted to risks, derived from

macro and micro economics and market fluctuations. Even from a territorial point of view, tourism places and spaces (either local, regional or national) have to deal and manage different kinds of risks. The aim of this Conference is, not only to consider the aforementioned dimensions of risk in travel and tourism – individuals, businesses, and destinations institutions – discussing geographies, behaviours and strategies, but also to integrate and put into perspective different risk typologies.

Challenges and prospects

After the 2013 introduction of a new logo and name for ATLAS (ATLAS is now officially the Association for Tourism and Leisure Education and Research), in 2014 the Board reaffirmed the core 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 Latin America chapter, especially by inviting scholars from South America to the Lisbon conference, and will look into the possibilities of organising an event in the Middle East. With the help of internship student Eva Konstantinidou and keynote speaker Greg Richards, ATLAS also organised its first webinar. ATLAS is planning to organise more webinars in 2016.

To boost visibility and information to members, ATLAS also created its own Facebook page and LinkedIn Group and invites members to actively participate in these media. The Board also revised the number of Special Interest Groups (SIGs), which still constitute one of the core activities of ATLAS. We now also successfully organise 'special tracks' during conferences, which helps to integrate the work of the SIGs in ATLAS. New activities and prospects will be discussed during the Board and members meeting in Lisbon and I welcome suggestions and ideas from members.

A word of thanks

Finally, I first wish 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
September 2015

Perceived Risk and Food Consumption by Tourists in Brazilian Northeast Beaches: Eat or not to Eat?

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Abstract

In developing countries, such as Brazil, industrial, commercial and urban growth have favoured the proliferation of the informal labour market, highlighting the segment of street food. The relationship between risk and consumer behaviour is addressed in this study in order to investigate the construct perceived risk for consumption foods that are sold in the north-eastern beaches of Brazil, in order to analyse possible differences in perceptions on the types of risks covered in the literature. It has also sought to verify the propensity to take risks and differences in the perception of the benefits of food consumption on the beaches. For this purpose, a survey was conducted and questionnaires were applied to a sample of 500 domestic and foreign tourists on the beaches of Recife, Maceio, Joao Pessoa and Fortaleza. For the analysis, scales of the reliability were applied with the use of the alpha factor, descriptive statistics and factor analysis. The results showed that most of the perceived risks in tourists beach food consumption and health risk were highlighted, since the consumption of food is directly connected to the physical integrity of individuals. To minimize these effects, tourists make use of strategies in an attempt to reduce risk and those that stood out were the presentation of the food and the seller. It is believed that the results may contribute to support the government in designing new policies for improvement and monitoring the sale of beach food, in order to provide tourists that come to these important tourist destinations in Brazil's Northeast region greater security to consume food on the beaches, which will possibly give a more positive image of the cities and the quality of all the tourist offers these destinations.

Introduction

Food safety is a type of concern that has been increasing lately, and has provoked discussion among public and private organizations on measures to be taken to ensure consumers that products are not harmful to health. This issue has expanded beyond the social issues of access to food for the current discussion about the risks caused by these foods (Cardoso, Santos & Silva, 2009). On the other hand, there has been growing interest and public concern, specifically in relation to food security, due principally of foodborne illness. The term "safe food" can be interpreted in many ways and the different definitions for the term are mainly related to what constitutes a significant hazard or risk (Forsythe, 2002; Richards, 2002). Food security depends on the exercised control over the chemical, physical and biological hazards, which permeate all stages of the food chain, started in the production and finished consumption.

In developing countries, such as Brazil, the industrial, commercial and urban growth in recent decades has favoured the proliferation of the informal labour market, highlighting the

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segment of street food. In this context, street food is a cultural heritage and the quality of food should be an ongoing concern, as it constitutes a tourist product that should be preserved.

The food is characterized as an attraction that is the possibility of knowledge of new local flavours and characteristics visited (Lobo, 2008). The link between tourism and gastronomy gives the tourist the possibility of establishing a connection with the history, culture and people of a particular locality, "sharing values and customs that come with food from its raw state to the table, allowing the visitor a sort of tasting the visited reality (Gândara, 2009, p. 185).

The street food also included in this perspective are characterized by foodstuffs and beverages ready for consumption, prepared and/or sold in public places (Cardoso et al., 2009). According to the Food ... (2001), about 2.5 billion people worldwide consume daily street food, contributing to reduce nutritional deficiencies and hunger, and to preserve the local culture and the care of tourists (Moy, Hazzard & Käferstein, 1997).

In relation to the health aspect, however, much of the food sold in the streets are unacceptable for consumption, because of chemical contamination and/or biological characteristics (Garcia-Estrada et al, 2002; Garin et al, 2002), offering a risk to health of the population and tourists, representing individual spending and public administration (Arámbulo III et al., 1994), which may contribute to the formation of a negative image by the tourist.

The supply of food on the beaches varies according to the cultural wealth of the population. Products offered, in general, are characterized by low cost, familiarity, convenience, and easy access (Hanashiro et al., 2002). Sometimes, these characteristics have managed to override the real risks associated with eating on the beach. However, despite the existing real risk of the consumption of these foods, little is known about the risks perceived by tourists who frequent the beaches of the Northeast. There is a lack of studies analysing the perceived risk and it is considered a multidimensional construct which can lead to an individual underestimate an objective or real risk. Most studies examining food consumption are on the medical and nutritional area, where there is a vast literature on the subject, especially due to the diseases caused by the consumption of contaminated food.

Due to the importance of the issue, this paper aims to investigate the construct perceived risk for eating beach food, in order to analyse possible differences in perceptions on the types of risks covered by the specialized literature as well as checking the propensity to take risks. This study may also contribute to a better understanding of risk perception in the consumption of beach food by tourists coming to the Northeast, as a way to provide information to the government which can collaborate in the identification and definition of health policies, handling foods, contributing to an improvement of the offered product and hence to the image of the area from the visitor's perspective.

Literature Review

In the area of consumer behaviour, the perceived risk is defined as the belief that buying a product or service may have certain negative consequences (Solomon, 2002). Despite perceived risk typically applies to negative results, the construct can include the entire spectrum of results, both positive and negative. Even a positive result can be disappointing, if it is considered as being under the level that one seeks (Sitkin & Pablo, 1992). The risk goes beyond the uncertainties about the consequences. It is considered as a personal expectation that losses may occur (Engel et al., 1995), being a function of these uncertainties and the possible consequences (Stem et al., 1977) present in the choices among alternatives in which at least one of possible consequences must be undesired or less desirable than the others so that the risk exists (Weber & Bottom, 1989). However, these perceived risks may

be set in relative terms to the environment in general (inherent) or be specific to certain kinds of foods (manipulated).

The perceived risk was initially defined by Bauer (1960) as a two-dimensional construct involving the consequences of uncertainties and variables. The consequence is the degree of danger in relation to the results of the consumer's decision, that is how much will be lost if the consequences are not favourable. In turn, the uncertainty would be the subjective probability that an event will occur, while the subjective uncertainty is the possibility of the occurrence of these results.

The real risk may differ from the perceived risk. The real risk is the one that is in fact considered to be objective, while perceived risk is the risk that an individual perceives in a given situation also called subjective risk (Cunningham, 1967). Consumers are influenced by the risks that they perceive, regardless of whether or not there is really a risk (Schiffman & Kanuk, 1997).

There exists a consistent literature on risk typology cited in different contexts of research, but for the classic consumer behaviour area as defined by Solomon (2002), Schiffman and Kanuk (1997), some risks are more frequently cited. This is possibly due to the issue of being able to be used for risk analysis applied to different categories of products or purchase situations. It is noticeable that there is no consensus in the literature on the general types of perceived risk that influence consumer behaviour. Thus, the main types of risks cited by the literature related to consumer behaviour are presented here.

The financial risk assumes that there can be financial costs if the purchase is unsuccessful (Bateson & Hoffman, 2001), or if any risk is related to the loss of money and goods (Solomon, 1998); the risk of performance or functional risk consists of alternative forms of performance (Solomon, 1998): it is the risk to which the consumer realizes that the various brands of the same product class have different performances (Lutz & Reilly, 1974); the physical risk is associated with lack of physical strength, health and vitality. (Solomon, 1998), Bateson & Hoffman (2001, p.54) state that the physical risk refers to what goes wrong, and the buyer gets hurt or in the case of foods, passes out; the social risk is associated with self-esteem and self-confidence. (Solomon, 1998), defined the way consumers think that other people judge you by the brand of the products used (Lutz & Reilly, 1974); psychological risk is the risk that a wrong choice can hurt consumer ego (Schiffman & Kanuk, 1997), is any emotion or personal fear (Lovelock & Wright, 2001); time is the risk of the possibility of buying time consuming or being a loss of time (Rindfleisch & Crockett, 1999), risk of satisfaction is the possibility that a purchase has not provide a personal satisfaction (Roehl & Fesenmaier 1992); and the risk of future lost opportunity is defined as an expectation that a better product, or with a lower cost, can be available in the future (Zikmund & Scott, 1974).

In order to minimize the various types of perceived risks the consumers and the companies can use risk reduction strategies (ERR). Companies can develop ways to attract potential consumers through strategies that seek to give a greater sense of confidence about their products and services to potential customers. In turn, buyers vary, as to reduce the risk in some types of gear units have no effect in many potential buyers, so maybe the seller should first examine the type of risk perceived by his customers and then create reduction strategies to appropriate risk to the buyer type of combination and risk (Roselius, 1971, p.61). There are alternatives to reduce the perceived risk, therefore, we present the strategies that consumers use to reduce the level of risk identified in the literature.

According to Schiffman and Kanuk (1997), risk reduction strategies most used by consumers are seeking information, and to buy the most expensive product, and to choose the product through brand image, and to be loyal to the brand and rely on image the offering of products and services. Roselius (1971) points out eleven risks reduction methods: brand loyalty, brand image, store image, free samples, money-back guarantee, tested and approved by an

agency (government or private company), word of mouth positive, buying the more expensive model, research in several stores and various brands, buy the brand in which the advertisement includes a testimonial from a celebrity or an expert on the product.

These various risk reduction strategies identified in the literature can be classified as simplifying and clarificatory (Cox, 1967). The simplifying strategies are those that seek to minimize the risks perceived with less user effort. For example, buying the most expensive brand can be considered a simplifying strategy. Or even buy a known brand and put off buying. The individual would be just seeking a way to decide faster, with less effort, among the various existing options. In turn, the clarificatory strategies would be those which require greater user effort to reduce the risk, for example, to search for information on television commercials or print media. The consumer would be employing a personal effort to decide among the various options with the intention of reducing the risk in question.

Regarding the perceived risk that was found in the literature is that consumers perceive some risks and these and the companies use strategies to minimize these risks to the realization of purchase.

Methodology

The research was conducted in two stages, the first exploratory where we carried out a search and review of the literature related to the perceived risk in the consumption of beach food (desk research), aiming to clarify the risk behaviour construct domain in consumption food. The second stage of the study was descriptive in which the data were processed and presented. To do this it took into consideration the methodology found in similar studies of perceived risks in foreign and domestic periodicals.

The identification of the measurement variables was made from the review of the literature on perceived risks scales searches, so that we had a position to prepare a quantitative instrument. After the questionnaire was prepared, the next step was to perform an instrument of the pre-test with ten people on Boa Viagem beach in Recife, and verify the need for some adjustments.

With the availability of the database, it was analysed using the SPSS by applying the following techniques: reliability analysis of scales, using the alpha coefficient; descriptive statistics for a better understanding of the database; factor analysis to identify the theoretical dimensions in relation to food consumption on the beach (Malhotra, 2011).

The research population was composed of foreign and domestic tourists of Brazilian north-eastern beaches (Maceio, Recife, João Pessoa, Fortaleza and Natal) and the sample was chosen by tourists from consumers who were willing to participate in the survey, featuring a non-probability sampling for convenience. According to the recommendations of Hair et al. (2009) on the total sample size, we would need a sample of size $N = 310$. However, as a precaution, for the use of asymptotic tests (which require large enough sample sizes), we opted for an N sample size = 500. Assuming also intuitively that the five beaches are also attended, it was decided that the five samples were to be of the same size. Therefore, at each location (beach) a hundred people were interviewed. The information that formed the research database were collected through a survey with the collection technique based on personal interviews, using a questionnaire. The composition of the data collection instrument was based on two scales in order to measure the perceived risks. Both were taken from the book *Marketing Scales Handbook* (Bruner, Hensel & James, 2005). For application in the national reality the reverse translation was used.

The first scale was built in 1996 by Donthu and Gilliland, and it measures the desire consumers have to avoid taking risks. The reported reliability is alpha 0.78. The second was

constructed by Cox and Cox (2001) being a one-dimensional instrument that analyzes the uncertainty component having an alpha of 0.77 reported. After research on previous studies and Marketing Scales Handbook any instrument that could not be found being used in this research, additional scale to measure the consequence component was based on the existing theoretical framework on perceived risk.

For statistical analysis of the data it was used descriptive statistics such as mean, median, standard deviation, minimum and maximum sample. It was also used statistical inference techniques such as: Shapiro-Wilk test, Levene, Mann-Whitney, Kruskal-Wallis one-way ANOVA, Tamhane, asymptotic test (large enough sample sizes) Welch and also the Chi test square combination of contingency tables which were used for the study of hypotheses to search. For the selection of statistical tests to verify whether would parametric or non-parametric the following tests were used: Shapiro-Wilk (for verification of normal distribution of data in each group) and Levene (for variances homogeneity between check groups).

The non-parametric tests, Mann-Whitney and Kruskal-Wallis tests were used as means of homogeneity tests for two independent samples and independent K-samples, respectively. For the analysis of variables by gender, the Shapiro-Wilk test rejected the distributions of normality hypothesis for the two groups (male and female) for all variables. On the other hand, the Levene test accepted hypothesis homogeneity of variances of two groups (male and female) for all said variables table. Under these conditions, it was possible to use the non-parametric Mann-Whitney as a mean comparison test (Conover, p. 217).

For the analysis of K-sample independent variables ($K > 2$) we used the following criteria: (a) where no normal distributions "for all categories" (groups) of the variable, but there was homogeneity of variance was used -if the nonparametric Kruskal-Wallis test to see if there was significant difference between the means of the groups involved; (b) Where there were no normal distributions for all categories (groups) of the variable, and there was homogeneity of variance it was applied asymptotic test Welch and also the one-way ANOVA test to see if it confirmed the same decisions Welch test. In all cases ANOVA Welch confirmed the results. So, where accused the existence of significant differences between the groups, we used the multiple comparison test Tamhane (option ANOVA model for different variances groups) to identify which pairs of the categories (groups) who contributed to the existence the said significant difference. Also, for multiple comparisons of Kruskal-Wallis test (SPSS has), we used a program in Pascal, developed (in 1984) by Professor Bartolomeu José dos Santos of the Center of Exact Sciences and Nature (CCEN) of the Federal University of Pernambuco. The level of significance taken in all the research was 5 per cent. Data were analysed using SPSS (Statistical Package of the Social Sciences).

Presentation of Data Research

Regarding the profile of the respondents in all the beaches, the female rate was higher than the male one. The two highest frequencies in females were observed for the cities of Maceio (69%) and Natal (66%) and the two lowest female frequencies were found in the cities of Recife (60%) and Joao Pessoa (62.2%). The two highest male frequencies were found in the cities of Recife (40%) and Joao Pessoa (37.8%) and the two lowest male frequencies were observed in the cities of Maceio (31%), and Natal (34%).

Regarding the age group of 100 respondents in João Pessoa, 30 (30.6%) were in the age group 18-28 years; 25 (25.5%) aged 29-38 years; 13 (13.3%) aged 39-48 years; 20 (20.4%) aged 49-58 years, and 10 (10.2%) aged 59-68 years. In Fortaleza: 26 (26%) were aged 18-28 years; 37 (37%) aged 29-38 years; 26 (26%) aged 39-48 years; 8 (8%) aged 49-58 years and 3 (3%) in the age group 59-68 years; In Maceio: 27 (27%) aged 18-28 years; 27 (27%) aged 29-38 years; 23 (23%) and in the age group 39-48 years; 21 (21%) aged 49-58 years, and 2 (2%) in the range 59 to 68 years. In Natal, 24 (24%) aged 18-28 years; 28 (28%) aged

29-38 years; 29 (29%) aged 39-48 years; 11 (11%) aged 49-58 years; 5 (5%) aged 59-68 years and 3 (3%) aged 69 years or more; In Recife: 37 (37%) aged 18-28 years; 29 (29%) in the range 29 to 38 years; 11 (11%) in the range 39-48 years; 16 (16%) in the range 49-58 years; 5 (5%) in the range 59-68 years and two (2%) aged 69 years or more.

As to the place of origin of respondents from each of the five cities where the survey was conducted it was observed that of the 100 respondents in João Pessoa: 4 (4%) were from the Northern region; 41 (41%) of north-eastern region; 17 (17%) of the Midwest; 27 (27%) of the Southeast region; 9 (9%) of the Southern region and 2 (2%) from Europe. Of the 100 respondents in Fortaleza 3 (3%) were from the Northern region; 13 (13%) of north-eastern region; 31 (31%) of the Midwest; 35 (35%) of the Southeast region; 15 (15%) of the Southern region; 2 (2%) of South America, and 1 (1%) from Europe. Of the 100 respondents in Maceio: 8 (8%) were from the Northern region; 14 (14%) of north-eastern region; 35 (35%) of the Midwest; 35 (35%) of the Southeast region; 5 (5%) of Southern region, 3 (3%) of Europe. Of the 100 respondents in Natal: 5 (5%) were from the Northern region; 20 (20%) of north-eastern region; 22 (22%) of the Midwest; 40 (40%) of the Southeast region; 8 (8%) of the Southern region; 3 (3%) from South America, and 2 (2%) from Europe. Of the 100 respondents in Recife: 24 (24%) were from the Northeast region; 7 (7%) from the Midwest; 46 (46%) from the Southeast region; 22 (22%) from the South, and 1 (1%) from South America. It is worth mentioning that, except in Recife, all other cities (beaches) record the presence of tourists from Europe. Also noteworthy is that the absence of tourists from the countries of South America was found only for João Pessoa and Maceio.

With regard to food beach consumption, the two highest percentages of people who always consume them were found in Recife (26%) and Joao Pessoa (24%). It is also noteworthy that the two lowest percentages of those who never consume beach food were found in Recife (8%) and Fortaleza (9%) respectively. It is also noteworthy that the two highest percentages for those who eventually consume beach food were found in Natal (37%) and Fortaleza (36%) respectively.

The frequency distribution of the total group of five hundred respondents to the subject of the trip were found in four groups: in first place leisure, with 375 (75.6%) respondents, secondly, 63 (12.6%) business; events and conventions, in third place, 35 (7.0%); visiting friends and relatives and fourth and only 9 (1.8%) answered studies or courses. The other results appear with very low percentages.

For all cities, the data revealed that risk perception by tourists in the consumption of beach food most average was above the intermediate value range, and in the situation that one average fell below this value, it did not stay away from it. This means that people believe they are running relatively high risk by consuming beach food. The median also show those expectations. This means that people believe they are running relatively high risk by consuming beach food. It is also observed that regarding the city of João Pessoa, the issues that tourists considered of lower risk were feeling anxious when consuming foods Beach (mean 2.76, median 3.00); and concern when consuming beaches of food (average 3.65 and median 4.00). In relation to the higher risk, it was found that by consuming beach foods tourists realize they can generate negative results (mean 4.11, median 5.00); and when consuming beach food results they can be uncertain (mean 4.05, median 4.00). To Fortaleza, the lower risk were feeling anxious when consuming foods Beach (mean 2.42, median 2.00); and concern when consuming beaches of food (average 3.54 and median 4.00). In relation to the higher risk, it was found that by consuming beach foods tourists realize they can generate negative results (mean 4.26, median 5.00); and beach and consume food is risky (mean 3.96, median 4.00). Regarding the city of Maceio, the lowest risks were: feeling anxious when consuming foods Beach (mean 2.55, median 2.00); and beach and consume food tourists can have negative results (mean 3.62, median 4.00). The greatest risks were consuming beach food can lead to uncertain outcomes (mean 4.14,

median 5.00); and beach and consume food is risky (mean 4.02, median 5.00). Regarding Natal, the lowest risks were: feeling anxious when consuming foods Beach (mean 2.41, median 2.00); and consume beach food causes concern (mean 3.87, median 4.00). Greater risks, uncertainty in the results when consuming beach food (mean 4.23, median 5.00); and consume beach food is risky (mean 4.23, median 5.00). For Recife, lower risk were feeling anxious when consuming beach food (mean 2.75, median 3.00); and be concern when consuming beach food (average 3.82 and median 4.00). For greater risks were: uncertainty of results by consuming beach food (mean 4.25, median 5.00), and consume beach food is risky (mean 4.17, median 4.00).

As regards the propensity to take risks for tourists when consuming beach food all cities are above the average value of the intermediate (3) of the scale, more precisely, they are above four. Considering the scale where 1 = Strongly Disagree (much propensity or tendency to take risks) and 5 = Strongly Agree (no propensity or tendency to take risks). This means that most people are not likely to take risks to consume food beach. Regarding the city of João Pessoa, consumers showed "greater" propensity to take risks in said medium range (not prone to take risks) for the answer "I prefer rather to be safe than to be sorry" (mean = 4.20 and median = 5.00); and for those who showed less propensity to take risks (not prone to take risks) was "I want to make sure before you buy something" (mean = 4.32; median = 5.00). Regarding the city of Fortaleza, the answer that people have shown greater propensity to take risks, in said medium range (no propensity to take risks) was: "I avoid risky things" (mean = 4, 42 and median = 5, 00). Lower propensity to take risks also within that medium range (no propensity to take risks) was: "I prefer rather to be safe than to be sorry" (mean = 4.56; median = 5.00); Regarding the city of Maceio, the answer that consumers demonstrated "greater" propensity to take risks in said medium range (no propensity to take risks) was: "I prefer rather to be safe than to be sorry" (mean = 4.53 and median = 5.00); and less likely to take risks also within that medium range (no propensity to take risks) was: I avoid risky things (mean = 4.59; median = 5.00). Regarding the city of Natal, the relative response to higher propensity to take risks, in said medium range (no propensity to take risks) was: "I avoid risky things (mean = 4, 45 and median = 5.00) ; and the lower propensity to take risks, also, within that medium range (no propensity to take risks) was: "I want to make sure before buying something" (mean = 4.51; median = 5.00). Regarding the city of Recife, the answer that people have shown greater propensity to take risks, in said medium range (no propensity to take risks) was: "I avoid risky things (mean = 4, 07 and median = 5, 00); and less likely to take risks, also, within that medium range (no propensity to take risks) was: "I prefer rather to be safe to be sorry" (mean = 4.39; median = 5.00).

On the types and dimensions of perceived risks by tourists to consume beach food, it was found that for each of the cities surveyed were assigned value and/or different importance in relation to the risks types. In João Pessoa the respondents gave less importance to: Social Risk - fear of judgment what other people will do the effected purchase (mean 2.00, median 1.00); and Psychological Risk - fear of being embarrassed in front of others with a product I bought (mean 2.19, median 1.00). The types of risk that people gave more importance were: Physical risk - I'm afraid of getting sick (mean 3.67, median 5.00); Functional risk - fear that the product does not meet my needs (mean 3.43, median 4.00).

Regarding the city of Fortaleza, consumers gave less importance to: Social Risk - fear of judgment what other people will do the effected purchase (mean 1.38, median 1.00); and Psychological Risk - fear of being embarrassed in front of others with a product I bought (mean 1.55, median 1.00); and most important for: Physical Risk - fear of getting sick (mean 3.59, median 4.00); Functional and Risk - fear that the product does not meet my needs - (mean 3.27, median 3.00).

In Maceio types of risk that respondents gave less importance were: Social Risk - fear of judgment that other people will purchase made by - (mean 1.40, median 1.00); and

Psychological Risk - fear of being embarrassed in front of others with a product I bought (mean 1.73, median 1.00); and most important for: Physical Risk - fear of getting sick - (mean 3.55, median 4.00); Time and Risk - fear of losing day here in town (average 3.38 and median 4.00).

The types of risk that respondents gave less importance in Natal were: Social Risk - fear of judgment what other people will do the effected purchase (mean 1.47, median 1.00); and Psychological Risk - fear of being embarrassed in front of others with a product I bought (mean 1.76, median 1.00); and most important were: Physical Risk - fear of getting sick (mean 3.70, median 4.00); and Functional Risk - fear that the product does not meet my needs (mean 3.46, median 4.00).

Regarding the city of Recife, the issues that tourists gave less importance were: Social Risk - fear of judgment that other people will make the purchase performed - (average 1.74 and median 1.00); and Psychological Risk - fear of being embarrassed in front of others with a product I bought - (mean 2.04, median 1.00); and most important were: Physical Risk - fear of getting sick (mean 3.80, median 4.00); Satisfaction risk fear that the product does not meet my requirements (mean 3.32, median 4.00).

It notes that for all cities the risks that tourists gave less importance were: Social risk, Psychological risk and Financial risk and the risk of greater importance was the Physical Risk as was to be expected because of the food intake be related to the health of individuals (Solomon, 2002).

When we analyse the strategies used by tourists to reduce risk by consuming beach food, it turns out that for all cities most average was above the intermediate value (3) the scale and in situations where the average was below this value is not too far away from it. This means that tourists devoted great efforts to reduce the risks perceived by consuming beach food. The median also show relatively those expectations. It is also observed that with respect to the city of João Pessoa the two least valued strategies within that medium range (great efforts to reduce the risks) were: seek information from the professionals of tourism and/or hospitality (average 2 , 91 and median 3.00); and researching in various suppliers of food (average 3.00 and median 3.00). The strategies that tourists most appreciated even within said medium range were: food presentation (mean 4.76, median 5.00); and the appearance of the seller (mean 4.35, median 5.00).

Regarding the city of Fortaleza the two least valued strategies were: researching in various suppliers of food (average 3.01 and median 3.00); and seek information from the seller (mean 3.15, median 3.00). The two strategies that tourists most appreciated, even within said medium range were: food presentation (mean 4.78, median 5.00); and appearance of the seller (mean 4.20, median 5.00).

For the city of Maceio, both less valued strategies within said medium range were: Research in several food vendors (mean 3.30, median 4.00); and search for information with the seller (mean 3.35, median 3.00). And the two strategies that tourists more valued within the average rfaixa were: food presentation (mean 4.75, median 5.00); and the appearance of the seller (mean 4.31, median 5.00).

In Natal, the two least valued strategies were: research in several food vendors (mean 2.98, median 3.00); and search for information with the seller (mean 3.04, median 3.00). And the two strategies that tourists most appreciated were the presentation of the food (average 4.89 and median 5.00); and the appearance of the seller (mean 4.25, median 5.00).

Regarding the city of Recife, the two least valued strategies within said medium range were seeking information along with the seller (mean 2.85, median 3.00); and research in various

suppliers of food (average 3.20 and median 4.00). And the two strategies that tourists most appreciated, even within said medium range, were: food presentation (mean 4.77, median 5.00); and the appearance of the seller (mean 4.44, median 5.00).

Final Considerations

The issue of perceived risk has been studied by several authors since 1960. The pioneer, Bauer, found its influence on consumer behaviour. However, little was known about the perceived risk in foods that are sold on the beaches. This study aimed to contribute to investigate this issue.

It was found that few tourists do not perceive risks in the consumption of beach food and among the risks perceived by tourists one stood out: the health risk because the consumption of food is directly linked to the health of individuals. Regardless of the degree of willingness to take risks, most tourists perceived risk in the consumption of beach food, and the research has shown that the greater the propensity to take risks is lower risk perception by tourists.

In the group of tourists who consume beach food, it has been seen that there are two subgroups: those who consume anything, and those who only consume foods that they do not consider "risky". Therefore, for this consumption, tourists used some risk reduction strategies. Among the most used are: the presentation of the food and the presentation of the seller. A better presentation of the seller and the products, and greater disclosure on the quality of the ingredients used in the preparations are factors that help in reducing the perceived risk.

With regard to risk reduction strategies used by tourists, some points have emerged and this information can be used to decrease the perceived risk and buy more easily occur on the beaches of the Northeast. These aspects need to be taken into account by the government so there is an improved policy and monitoring the sale of beach food in order to provide tourists come to the beaches of this region of Brazil safer to consume food that will possibly more positive for the image of the cities and the quality of all the tourist offers of those States.

Despite the relevance of the results obtained in this study and the implications of the findings that emerged and that should contribute to the theoretical development of the subject studied and its social importance, it is essential to recognize their limitations, but that does not invalidate, under any circumstances, the study as a whole. The sample despite not probabilistic allowed a wide observation of the perceived risk phenomenon. The main tourist destinations in the Northeast were evaluated, however, the results can be different to other cities and regions, which does not allow a generalization of the findings.

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Barcelona: A victim of its own (touristic) success?

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In 2012 Barcelona welcomed 7.5 million tourists, who stayed a total of almost 16 million nights. This compares with the 1.7 million tourists who visited Barcelona in 1990, staying 3.8 million night in total. In other words, the total number of tourists has increased by 4.4 times in just over 20 years, and the number of overnights by 4.2 times. Relative to the population of the city (1.62 million), there are now almost five tourists and ten tourist overnights per inhabitant per year. However, most of the tourists are concentrated in the centre of the city, which has a total population of around 370,000, giving a tourist density of 20 tourists a year to every inhabitant in the centre of the city. For Amsterdam, the comparable figure for the Centrum district would be 70 tourist arrivals for every inhabitant.

In spite of this pressure, attitudes to tourism in Barcelona have remained fairly positive over the years. Concerned by growing criticism of the city's policy of stimulating tourism growth, the Municipality began to undertake research on the attitudes of residents to tourism in 2005 (Richards, 2005). The research showed that residents were overwhelmingly convinced of the economic and image benefits of tourism (over 90% agreeing), although there was less unanimity about whether tourism should be allowed to grow in future. Most saw 'cultural tourism' as a good thing, but were not happy with the growth of low cost, low quality tourism. Interestingly, the fairly positive attitude of residents did not agree with the political climate of the time, and the first report was quietly shelved. Even so, a second report was commissioned the following year (Richards, 2006), which again showed similar positive results. Unable to dismiss the results as a one-off, the Municipality then set about establishing a regular monitor of citizens' attitudes to tourism.

Over the years the monitor has continued to show widespread support for the economic benefits of tourism. In 2012, for example, 92% of residents said that they thought tourism was beneficial for the city, almost the same level as in 2005 (93%). The proportion agreeing that tourism brings lots of money to the city grew quite substantially, from 78% in 2006 to 96% in 2012. The generally positive perceptions of tourism lead most residents to agree that the city should continue to attract more tourists, and increase hotel capacity, although there are also more in favour of distributing tourism more evenly across the city.

| % agree | 2005 | 2013 |
|--|-------------|-------------|
| Tourism is beneficial for the city | 95 | 95 |
| Barcelona should continue to attract more tourists | 61 | 70 |
| The city is reaching its limit to accommodate tourists | 36 | 27 |
| The city is managing tourism well | | 75 |
| Distribute tourism across districts of the city | 62 | 75 |
| Increase capacity of hotels | 32 | 42 |
| Reduce number of tourists | 19 | 18 |
| More quality tourism | 87 | 94 |
| Live in a district with lots of tourists | 31 | 36 |

One interesting feature of the research has been the division of opinion within the city itself. In general, the higher social classes are more negative about tourism than the lower ones, and those in the city centre are more negative than those on the periphery. Arguably this shows that the anti-tourism sentiment is to some extent an intellectual debate, very visible in the press, but less so on the street. There is also an interesting micro-geography of reactions to tourism. Those on the periphery of the city (who are also in general poorer) would actually like to see more tourism in their area, whereas in the centre of the city there is a big divide between those whose jobs are related to tourism and other (generally wealthier) residents.

Real problems tend to arise at a fairly local level. For example the most recent public demonstration of anti-tourism feeling took place in the beach area of Barceloneta, when a group of tourists went to a local shop to buy alcohol – completely naked. Local residents took to the streets to complain and staged three days of protests. This basically happened because it took place in a local residential area. If it had happened on the beach itself, there probably would have been a more muted reaction. As it was, the then Mayor acted swiftly to close 35 tourist apartments in Barceloneta that were operating illegally. He said that he hoped it was not too late to address the problems caused by a ‘low cost’ model of tourism, and that the city would prefer to attract cultural tourists, families and business travellers.

The policy reaction from the Municipality has been twofold. On the one hand they have progressively tightened regulations. In fact it used to be perfectly legal to be scantily dressed or even naked in public places, but now a municipal ordinance has introduced fines for inappropriate dress and ‘uncivic’ behaviour. There has also been a clampdown on illegal tourist accommodation, although the growth of websites such as Airbnb has effectively rendered this ineffective. At the same time, the city has moved to try and include the tourist as part of the local community. They now refer to visitors as ‘local citizens’, implying that they have certain rights as well as certain obligations.

But a number of grass roots initiatives have arguably been more successful than the top-down approach on the municipality. Monica Deegan (2010) describes how the residents of the Raval, once a marginalised neighbourhood in the old city, now often feel overwhelmed by tourism. But she also shows how local initiatives designed to promote the identity of place have helped to stem the tide of helplessness.

But one of the most telling clues as to why residents of Barcelona may be so tolerant towards tourists in spite of rising touristic pressure on the city is to be found in the high level of contact that most residents have with tourists. Almost two thirds of residents indicated that they had been in contact with tourists in 2013, and 77% said these contacts were positive. Residents are also responsible for accommodating a large number of tourists themselves. Almost half of those surveyed said they had been visited by friends or family during the past year, and had been visited by an average of 4.6 people. In many ways, the residents of Barcelona have become an extension of the tourist industry themselves – an effect that is probably strengthened by the recent growth of Airbnb and Couchsurfing in the city.

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Placemaking and events in the network society

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Abstract

In a globalising world places have to work even harder to position themselves and differentiate themselves from their competitors. In the recent past, a lot of attention was paid to place marketing – the creation of brands and images to sell the essence of a place to different target groups. Now many cities realise that a brand is not enough – they need to establish an identity that speaks to the different users of the city and which tells the story of the city. So we are now in the era of ‘placemaking’, or a holistic approach to the planning, design and management of urban space that enables urban identities to flourish. Events have a particularly important role in this process, because they can change the qualities of time in places. Events provide catalysts, framing and synchronisation to link the daily life of the city with wider processes of development, coalition-building and identity formation. This presentation outlines how the ‘eventful city’ can use its events to achieve a range of different urban objectives, to animate facilities and to support the identity of the city.

Introduction

In the 1990s cities around the globe discovered the art of place marketing. The essence of the original style of place marketing revolved about selling and imaging places, linked to growing inter-urban competition in a globalising world and the rise of the symbolic economy.

The city of ‘s-Hertogenbosch (or Den Bosch) in the Netherlands is a good example of the effects that city marketing had on the positioning of cities. Wanting to broaden its appeal beyond the architectural delights of the medieval inner city, Den Bosch designed a city marketing campaign based on the work of Rosabeth Moss Kanter. She proposed that there were three basic types of cities; Maker cities (like Eindhoven), Thinker cities (those like Tilburg, with universities) and Meeting cities. Not blessed either with loads of factories or a university, Den Bosch opted to become a Meeting City. This duly became the strapline for an extensive marketing campaign that covered the whole range of possible meetings in the city, from the weekly cattle market to the annual tennis tournament. The problem was that this campaign did little to distinguish Den Bosch from the many other cities that were then developing events programmes or opening conference centres. The place marketing campaign was therefore rapidly shelved, and alternatives were sought. A solution was found in the figure of the painter Hieronymus Bosch, who was born, lived and died in the city. Making Bosch part of the identity of the city would, it was hoped, provide the substance that had been lacking in the city marketing campaign. The focus shifted from an empty logo to the idea of a real city, inhabited by real people who were proud of the genius that their city had once fostered.

Research showed that there was indeed a high level of identification with Bosch as a figurehead and that people were proud to have his name associated with their city. The municipality tried to strengthen this bond by developing a programme of events leading up to the 500th anniversary of his death in 2016, which included many events aimed at local residents, the development of social cohesion and improving the quality of life (Marques,

2013). Suddenly Den Bosch had content, animation, programming and perhaps most importantly ambition.

After the frothy place marketing campaigns of the 1990s, the realisation has dawned (after many billions invested in place marketing campaigns) that marketing and creativity are not enough in themselves – as Hildreth (2008) has pointed out (ironically from a place brands viewpoint) you also have to improve your reality. The challenge for cities is that improving reality takes a lot longer and also costs a lot more than designing a new logo.

This spurred a need to think about what the new reality might be. The answer currently seems to be more related to placemaking rather than place marketing. Placemaking arguably involves the creation of a reality that generates externalities, including economic, social and cultural benefits, as well as putting a place on the map for being a good place to live, work, visit and generally 'be'. Interestingly this has not generally meant a flurry of new building projects, but rather attention for the software and orgware that can make the existing built environment work better. In this context events have also acquired a new role. Events offer places the chance to alter their reality over a shorter time span at a low price and in more flexible ways than flagship building projects. As Holt and Lapenta (2013) commented– 'Thus, cultural events increasingly become sites where civic utopian narratives of philanthropy, social movements, and sustainability are intersecting with narratives of economic growth through consumption, tourism, and place marketing.'

Back to the street

The shortcomings of city marketing or place marketing led to a return to the work of Jane Jacobs and other urbanists, who advocated the people-centred values largely ignored by the advertising agencies. Instead of the foam on the gentrifying cappuccino, there was now growing attention for people-centred approaches to architecture and urban design. There was also a realisation that the quality of places was determined not just by the physical space of the city, or the process of making the city, but also by how the city was represented (for example in place marketing) and by the lived experience of urban space. These are the essential elements in Soja's (1996) Thirdspace.

So the important question for cities in placemaking is not who are we targeting, but what do we want to improve? This also entails a shift from thinking to doing, from symbols to making – a practice-based approach.

What makes things happen is always a crucial question. There is a need to investigate, how people and things are drawn together in processes of moving, meeting and making that make much of the things, events, products, services, experiences and businesses essential in human life on earth. In investigating what make and how things take place, there is an implicit question about the spatiality and temporality in the processes of making, designing or creating. (Bærenholdt, forthcoming)

We can see these processes of moving, meeting and making in the placemaking strategies of many cities. If we look at Barcelona, for example, we can begin to see what makes things happen in the sphere of placemaking. Barcelona, driven by identity politics after the death of Franco, has arguably managed to balance all three aspects of Soja's thirdspace in the development of the city.

The city was physically re-modelled through the regeneration effort linked to the 1992 Olympics. Urban regeneration created new cultural spaces, new visual icons and opened the city to the sea.

The representation of the city shifted from being the Paris of the South to the Capital of the Mediterranean, supported by cultural icons including Miro, Dali and Picasso (Richards and Palmer, 2010). This also linked to the shifting image of the city from a port and business centre to a leisure and cultural destination.

The lived experience of the city changed as more public space was punched into the dense fabric of the inner city and the city was linked more closely with the sea. The death of Franco gave the streets back to the people, leading to more public expression and animation as the 'cultural isostasy' (Richards, 2007) of the Catalan capital was restored with a boom in events, festivals and public facilities.

The combination of all these factors led to a renaissance of cultural production and consumption, creativity, architecture, economic activity and most notably tourism. If after 1992 Barcelona was still suffering a post-Olympic hangover, but the end of the decade tourism had doubled and Gaudí was established as an iconic figure in design magazines and tourist guides. In 1999 Barcelona even became the first city to win a RIBA Royal Gold Medal for its architecture.

Initially, Barcelona managed to maintain this momentum into the 'naughties', with a programme of event-years designed to follow up on the Olympic success story, including the phenomenally successful Gaudí Year in 2002. After this, the city arguably took its eye of the ball with the UNESCO-sponsored Universal Forum of Cultures in 2004. This event was primarily focussed on the physical space of the city, helping to complete Cerda's original plan for the Eixample with the development of the Diagonal Mar district. Over 3 billion euros of private investment was generated in the many apartments, hotels and office blocks that filled the area. The representation of the city as a centre of global culture was less successful, partly because the linkage of the event with major corporations alienated many in the alternative sector, partly because of the removal of local communities to make way for the site and also because the marketing campaign was woefully inadequate. However, it was the lived experience that received least attention, and which also caused most problems. The site itself was poorly designed, with vast open areas of concrete that were at best unwelcoming, and hardly in keeping with the cultural intent of the event. Regular attempts at animation produced some hot-spots of activity, but there was a total disconnect between the debates and conferences set up to discuss the state of global culture and the Forum site itself. Legacy planning was also totally absent, meaning the site remained an unused windy wasteland for years afterwards.

Barcelona seemed to learn from this costly placemaking disaster. In the years that followed there was a rejection of big projects and big events. There was a recognition that spaces could not instantly be turned into places, but that the patina of years of lived experience was necessary to make this happen. Attention turned instead to the use of existing festivities in the inner city as drivers for cultural development, social cohesion and tourism (Richards, 2014).

In this new model the success factors for placemaking have become:

- Permeability – making public space visible, accessible and readable.
- Mutability – making spaces multifunctional, heterogeneous and flexible.
- Tangibility – developing the reality behind the image of the city, which in turn impacts on the lived experience of all users of urban space.

The Barcelona experience underlines the recursive relationship between place and events. Large scale events require not just a time, but also a space. The face of Barcelona is pock-marked with the traces of events, some of which like the Cuitadella Park or the Olympic Port have melded into the urban fabric, others of which, notably the Forum site, remain as open wounds. In all cases, however, the opening up of spaces by and for events creates a need

for more events to provide animation, or the development of structures to provide more permanent forms of use. The reverse can also be true, as in the case in Melbourne, where O'Hanlon (2009) describes the positioning of Melbourne as an 'events city' following the development of many new venues in the 1980s and 1990s.

The Barcelona case also underlines what McCann (2002) frames as the struggle between 'culture' and 'economy', or between exchange values and use values. In the course of this struggle, economic processes are subject to cultural encoding (as in the development of Diagonal Mar through the Universal Forum of Cultures) and cultural processes become part of the material context in which they take place (the staging of grass-roots festivals in the inner city).

Meaning making and placemaking are therefore closely intertwined, and events have become a framing and synchronisation mechanism as well as providing content for places. This is because of their ability to capture the movement, meaning and knowledge bound up in global networks. Events in themselves become structures, capable of influencing their context, or the cities in which they are staged. The emerging area of theory around field configuring events (FCE) makes this link clear. Lange, Power and Suwala (2014) review the spatial dimensions of FCE, including their role as "temporary social organizations" that influence the shaping and development of professional, organizational, urban, regional or geographic fields. Places compete for events because they can distort the normal flows of global networks, causing the space of flows to touch down in the local space of flows, even if only briefly. They also show how Berlin and Barcelona have competed to host the fashion fair Bread & Butter. This battle is an example of the apparently paradoxical "long term connection between a place and the temporary" that can arguably move locally programmed culture from the space of places to the space of flows. In the Netherlands, similar issues have been explored by van Aalst and van Melik (2012) in the move of the North Sea Jazz Festival from its original home in The Hague to the more metropolitan setting of Rotterdam.

The emergence of events as temporary social organisations engaged in placemaking and the animation and shaping of leisure facilities places a new emphasis on the role of local and global intermediaries who can channel flows of resources to them. Castells' (2009) concept of the 'switcher' as an intermediary who links different global and local networks is a useful starting point in analysing these processes. But the switcher concept (which is in any case not fleshed out by Castells himself) is a relatively static one, involving the exchange of information between networks. The switcher is relatively immobile, acting as a gateway between the different levels of networks. But the current reality of intermediation in networks is a fluid and mobile one, as Bærenholdt (forthcoming) suggests. Switchers, and the networks they traverse, move, and in doing so create new connections and perspectives. They produce not just connections between the global and the local, they also create the 'glocal' as a new reality mediating the two spaces.

As Podestà (2015) suggests in her study of literature festivals in Italy locally embedded festivals can generate significant flows of knowledge, which are then circulated through the networks attached to the festival. This helps to anchor development processes in the region, helping to attract and retain talent as well as supporting tourism flows. Podestà's research also underlines the important role played by certain individuals with key roles in the network. As well as the organisers of the festival, she identifies the festival volunteers, who are often mobile individuals with extensive external networks. They act to link local knowledge creation processes in the festival with other networks, multiplying the knowledge generation and circulation impact of the event. These 'switchers' to use Castells' term, help to bridge the gap between internal and external networks by engaging in a process of selection through which local knowledge is codified and circulated through global networks. This selection process gives a new significance to the role of Castells' switchers, because it adds agency to their structural position.

Selection: The process of innovation

Although we are familiar with the architecture of the switcher role, we also need to ask, as Bærenholdt (forthcoming) indicates: What makes things happen? To try and answer this question we can usefully dive into the field of innovation, and borrow from the concept of 'stylistic innovation', which Tran (2010) defines as: 'the changes in aesthetics through changes in looks, shapes, forms and changes in symbolic value expressed through new meaning and language of products'. The movement of ideas between different networks, traversing the global and local scales, creates the conditions in which these changes can occur through the meeting of minds. However, the key question remaining is the 'how' behind the process. Wijnberg (2004) argues that the secret lies in having 'something new presented in a way that the value will be determined by the selectors'. The key to innovation is therefore selection – something that will be picked up and transmitted by the actors in the network, thanks to the selection role of key intermediaries. These intermediaries can have gatekeeper functions, as in the case of Castells' switchers, but they can also be individual consumers who give selection signals through the market, or the 'critical infrastructure' of experts, taste makers and critics who give direction to these market signals.

The selection process is therefore neither static nor limited to top-down dynamics. Increasingly selection is also bottom-up and peer-to-peer. This provides a new dynamic for innovation, and therefore the making of places. Searching for the new used to mean reaching out to the global, occupying new spaces on an apparently empty map. In today's globalised world innovation increasingly involves digging down into the messy entanglements of the local to discover 'novelty'.

Innovation therefore becomes a constant process of discovery, re-discovery and circulation of the local. This local, embedded knowledge or 'buzz' eventually becomes codified by the selectors in order to valorize their selections to a broader audience. This codified knowledge is then globalised via 'pipelines', and becomes part of a universalised culture. The cycle then starts again as other selectors choose new elements of the local in order to inject novelty into the global space of flows.

Turning back to Barcelona as an example, this process of selection – innovation – globalisation - commodification - re-selection can be seen clearly in the development of the Sonar Festival of Electronic Music (Colombo and Richards, forthcoming). Sonar was founded over 20 years ago in an attempt to fill the post-Olympic 'cultural vacuum' in Barcelona. The local 'programmers' who founded the festival managed to interest the city in their project by embedding it in the space of places – utilising the newly-opened cultural spaces in the run-down Raval district of the inner city. Over time the festival attracted more international visitors and attention, becoming a global hub for the electronic music scene. This in turn facilitated an extension of the event to new locations around the globe, with a glocalised mix of content from the Barcelona scene and the local context of Tokyo, Seoul or New York. The cloning of the event around the globe actually served to raise the value of the 'original' Barcelona event, as well as strengthening the position of the city as a hub for electronic music, embedding the local buzz in a local milieu of knowledge production as well as feeding the global pipelines that supported different editions of the event.

However, as the event took on its new globalised role, it outgrew the local context. The inner city was no longer suitable as a venue for an event with over 100,000 visitors, and so the decision was taken to move the whole event to the exhibition halls around Plaça Espanya, where the night programme had always been located. The spatial break with the inner city was also a political break with the city, as the new location eradicated the placemaking and social cohesion building role for the event.

The relationship between placemaking and events is therefore a recursive one in which places give shape to events, which in turn help to structure place. This shifts our view of events from that of mere content or animation of space towards that of place-shaping actors, and it revises our view of place as a container of events into a generator and shaper of events.

Direction: Creating distinction

Creating the new is one means of developing distinction, as Turok (2009) suggests. But there are also other strategies. Much attention has been focussed on the creation of distinction through building structures, but as the Barcelona case shows, new spaces in themselves are not sufficient to create a sense of place.

Here again, events may offer some interesting clues to strategies of differentiation. The temporal dimension of events, for example, is one of their key defining qualities, but this is so obvious that it is also often overlooked. We talk about managing events, or their impacts on places, but their role as time carriers is almost never mentioned. Yet events have the ability to generate new qualities of place through their temporal dimension.

When Lynch (1972) posed the question 'what time is this place?' he made the essential link between time and space in place. Speaking largely from an architectural perspective, he was of course mainly concerned with the sedimentation of time over a long period through physical development. But we could also pose the question over a shorter period of time. Events can make places special by changing their reality for a short period time.

The answer lies in the combination of placemaking and events. Placemaking demarcates the spatial features of a place, while events mark out the tempo or temporal context. Posing the question as a geographer, Lynch of course was interested in the spatial qualities of place. But the temporal qualities are just as important.

Connection: Placemaking as bottom-up process

Placemaking is often conceived of as a top-down process – architects, planners, and politicians are the people who conceive of, build and represent the city. This is the basis of Foucault's (1998) critique of urbanism- a politics of space generating homogeneity. Here again, events can act as an important agent in the making of the city. They can contribute a 'chronic' dimension by breaking the linear rhythm of modernity. But Foucault's heterotopia requires making from below, for example by fairs:

... those marvellous empty emplacements on the outskirts of cities that fill up once or twice a year with booths, stalls, unusual objects, wrestlers, snake ladies, fortune tellers. (1998a: 182-3)

But it can also actively involve the bottom-up making of place by the consumer:

Places are at once elastic – for example, in regard to their outer edges and internal paths – and yet sufficiently coherent for them to be considered as the same (hence to be remembered, returned to, etc.) as well as to be classified as places as certain types (e.g., home-place, workplace, visiting place). (Casey, 1996: 44)

The elasticity of place is a quality exploited by Sarah Pink (2008) in her practical anthropological interventions in placemaking. Her tours of the Welsh town of Mold were organised as part of an effort to inculcate the Cittàslow ideology. In her view, residents cannot be forced to be 'slow' through architecture, planning or consumption. Rather it was a case of letting people experience their own town in new ways, by wandering the "entangled

pathwayswhich.. gathered memories, imaginings and the immediate present through multiple modes and media.”

Slowness can also be introduced by events, as Iija Simons (2014) has demonstrated in her analysis of the Draaksteken event in Limburg. This event, held only once every seven years, has the effect of heightening and intensifying experience through the creation of time scarcity. Rather than following the rush towards modern, linear time, this event reaches back to a more basic and human time tempo and frequency, changing the experience of place for residents and visitors as it does so.

Although there is a tendency for such ‘slow’ strategies to be unfolded in smaller places, they can also be applied to metropolitan contexts as well. A good example is the development of PARK(ing) Day, which is “an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks.” The event began in 2005 with the transformation of a single parking bay in San Francisco, but by 2011 had grown into a global movement, encompassing almost 1000 sites in 128 cities.

This is a good example of how events can be used to frame and transform everyday practices in order to contribute to placemaking. Such strategies are now being consciously used by many cities to link everyday life to wider policy agendas through the creation of ‘new rituals’. Examples in the Netherlands include the Jeroen Bosch 500 programme and the Erasmus anniversary celebrations in Rotterdam.

Conclusions

The convergence of placemaking and events provides opportunities for cities to select, direct and connect people, places and processes in order to improve the quality of life for all. Particularly in the current climate of economic stringency, the combination of more physical approaches to placemaking with the more flexible spacetime qualities of events has a number of advantages in terms of producing distinction in a way that maximises the use of existing resources to connect local and global networks. In order to really benefit from this convergence, however, we probably need to do more to dissolve the boundaries between the physical and the temporal sides of the placemaking and events realm.

Perhaps one of the best examples is the Schaustelle Berlin event, which showcased the many building sites in the centre of Berlin in the 1990s, turning the physical reconstruction of the city into an event to engage residents and visitors alike (Colomb, 2011). In this context we move from the physical city into the ‘EventCity’, as architect Bernard Tschumi terms it, and the concept of the ‘eventful city’ (Richards and Palmer, 2010), gains a stronger physical dimension. Thinking about the combination of physical space and fluid time addresses the needs of the city to meet place competition by developing physical and temporal (lifestyle-related) distinctiveness (Turok, 2009), to make better use of scarce resources, and to link everyday practices to place as well as global networks.

Reproduction of space and place therefore need to be seen in a processual way, as a form of ‘spacing’ (Löw, 2008), which can help us think about ‘how temporary spatial proximity is orchestrated, steered and personalized as well as materialized in a particular region or city.’ (Lange et al, 2014). This is important because the social interaction and knowledge exchange processes associated with placemaking are usually conceived of as continuous, and proximity is seen as the main driver. However, the growing mobility of people, ideas and capital means that relatively infrequent social arenas – events – become more central as mechanisms for highlighting specific places as sites for interaction. These physical interactions in turn become more central to the process of placemaking in a world increasingly dominated by digital media.

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ATLAS SIG Events Group meeting 2016 **Rethinking the Eventful City: Perspectives, Practices, Prospects** **Barcelona, Spain** **12-13 May, 2016**

The 'eventful city' concept developed out of the basic observation that cities are using events to achieve a growing range of policy objectives, including economic growth, image change, social cohesion and physical redevelopment. The growing importance and scale of event activity in cities is driving a rapidly changing relationship between events and the city. Cities are no longer simply containers for events; they are co-creators, innovators, directors, managers, partners and beneficiaries of events. Events in turn are shaped by the cities they take place in, with their form, duration, content and effects being determined to a large extent by urban space, place and process.

Few cities illustrate this dialectic relationship between cities and events better than Barcelona. Starting with the World Expo in 1888 and continuing through the 1929 World Expo and the 1992 Olympic Games, Barcelona has harnessed the power of events to put itself on the global map, shape perceptions and drive economic, cultural and social development. With the Mobile World Congress recently secured for a further eight year term, Barcelona is rapidly establishing itself as a global events hub.

This development has not always been smooth or entirely progressive. The forging of an economic growth coalition in Post-Franco Barcelona helped to secure the Olympics, but the focus on external promotion and economic growth has also attracted increasing criticism from social partners and local citizens concerned with the globalization of the city and the loss of identity. One of the basic emerging questions is – do events serve the city, or does the city serve events?

When the original eventful cities concept was developed a few years ago, few cities had experience of managing, developing and directing their event programmes to produce effective outcomes. In recent years, however, different models have emerged that show how cities can develop a constructive relationship with their events, and how the events can benefit from this relationship as well.

The aim of this meeting is to review the development of 'eventful cities' such as Barcelona, to analyse the emerging trends in the eventful landscape and to trace potential future development directions. The meeting will bring together leading international scholars in the event studies field, as well as practitioners from the events industry and the policy field in Barcelona and beyond.

Themes of the meeting will include:

- Events and place making
- Cultural and sporting development through events
- Social development generated by city events
- Developing urban cultures through events
- Events as urban regeneration tools
- Events as catalysts for governance structures
- Events organisations as placemakers
- Events as new time structures for urban places
- Events as political tools in the city
- Events and urban creative industries

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**ATLAS Annual Conference 2016
Tourism, Lifestyles and Locations
Canterbury, United Kingdom
14-16 September, 2016**



The banner features a light blue background with the text "2016 ATLAS ANNUAL CONFERENCE" and "Tourism, Lifestyles and Locations" in white. Below the text, it says "Canterbury, Kent, U.K. 14th - 16th September 2016". At the bottom, there are four small images: a cathedral, a shopfront, a lighthouse, and a harbor at night. On the right side, there are logos for "ORGANISERS" (Canterbury Christ Church University and ATLAS), "CO-ORGANISERS" (Visit Kent, Tourism and Events Research Hub, and Canterbury University of Technology), and social media links for Facebook and Twitter. A QR code is also present with the text "QR CODE - ATLAS 2016".

Canterbury Christ Church University takes great pleasure and pride in hosting the ATLAS Annual Conference in September 2016. 2016 marks the 25th anniversary of ATLAS, therefore the conference is designed to bring together all old, current and new ATLAS members as well as welcome non-members to the ATLAS family.

Locations are far from being just a tourist backdrop; they are intimately connected to tastes, desires, memories and a sense of place. Locations are themselves shaped by the tourist gaze, both physically and culturally. New locations are sought for unique adventures, and each year we interact more and more with digital technologies which may influence our tourism decisions and experiences.

For some, tourism is about fashion, fun or simply relaxation. For others a holiday comprises a search for something deeper. Numerous niches cater for lifestyle tourism, unforgettable and immersive experiences which are juxtaposed against the traditional popular mass tourism packages holidays.

The inter disciplinary themes of tourism, locations and lifestyles have been brought together under one conference and we aim to push the boundaries of our understanding of tourism and its relationship to modern lifestyle and to destinations in the contemporary environment.

We welcome high quality and innovative papers on a variety of themes, including but not limited to:

- Niche tourism and selfhood
- Landscape and tourism
- Tourism and the coast
- Urban locations and tourism
- Tourism, travel and identity
- Rural development as tourism locations
- Ethical tourism and lifestyles
- Eco tourism and destinations
- Heritage tourism and location
- Family Tourism
- Mass Tourism as a lifestyle concept
- Digital transformation and contemporary tourism
- Tourism/Tourist in your own city
- Sport and Tourism as Elements of Place Branding

Keynote speakers

Jim Butcher



Over the last 15 years Jim Butcher has pioneered a critique of some commonly held assumptions about leisure travel. Where others have accused the tourism industry, and tourists themselves, of unethical behaviour, cultural arrogance and environmental damage, Butcher has argued in *The Moralisation of Tourism* (Routledge, 2003) that the ability to travel for leisure should be seen in rather more optimistic terms. In *Ecotourism, NGOs and Development* (Routledge 2007) he critiqued the claim made by environmental and rural development NGOs that ecotourism can constitute exemplary sustainable development. Most recently Butcher has co-written *Volunteer Tourism: the Lifestyle Politics of International Development* (Routledge,

2015, co-authored with Peter Smith). This monograph argues that volunteer tourism involves a laudable impulse to see the world and help others, but focuses on therapeutic self-realisation rather than development or political enlightenment.

Marina Novelli



Marina Novelli is professor of tourism and international development at the University of Brighton. She is an expert in the field of international tourism policy, planning and development. She has advised on numerous international cooperation and research assignments funded by International Development Organisations (IDOs) such as: the World Bank, the UN, the EU, The Commonwealth Secretariat as well as National Ministries, Tourism Boards, Regional Development Agencies and Third Sector Organisations. Her international reputation is associated with the concept of niche tourism (Novelli, M. ed. (2005) *Niche tourism: contemporary issues, trends and cases*. Oxford: Elsevier) and with her extensive applied research on tourism and development in Sub-Saharan Africa, also recently published in Novelli, M., (2016) *Tourism and Development in sub-Saharan Africa: Contemporary Issues and Local Realities*, Oxford: Routledge. At the University of Brighton (UK), she leads the research cluster on Policy, Practice and Performance in Tourism, Leisure and Sport of the Centre of Sport, Tourism and Leisure Studies (CoSTaLS), an affiliate member of the UN World Tourism Organisation (UNWTO). She sees her mission as generating new knowledge on ways in which tourism can play a key role in sustainable development by stimulating local economies, conserving the environment, developing peoples and changing lives.

Yoel Mansfeld



Yoel Mansfeld is a Professor in Tourism Planning & Development at the Department of Geography and Environmental Studies, University of Haifa, Israel. He holds BA and MA (with distinction) from the University of Haifa, Israel and a PhD from the London School of Economics (LSE), University of London, UK. His main areas of academic interests include socio-cultural impacts of tourism development; tourism safety & security, tourism and consumer behaviour; managing cultural and heritage tourism; community-based tourism; religious tourism; tourism planning and development; and sustainable tourism. Between 2005-2008 he acted as the Chair the Department and since 2001 he has been the Program Leader of the Department's MA program on "Tourism Planning and Development". Yoel Mansfeld is the founder and Head of the University of Haifa's Centre for Tourism, Pilgrimage & Recreation Research (CTPRR). His international academic activities included so far participation in more than fifty international conferences worldwide, a one-year position as a visiting professor in the School of Hospitality and Tourism Management, University of Central Florida – USA, as a visiting academic researcher at the Department of Tourism and Hospitality Management, University of Waikato, New Zealand and at the Faculty of Economics, University of Bologna (Rimini Campus). In his capacity as the Head of CTPRR he has been an active member of the UNITWIN – UNESCO Network on "Tourism, Culture & Development" led by IREST - the Sorbonne – Paris 1. He is also one of the founding members of the advisory research network on Cultural Routes established by the Council of Europe's European Institute for Cultural Routes.

Yoel Mansfeld has published extensively in tourism, planning and geography journals and is the Series Editor of: *Managing Cultural Tourism: A Sustainability Approach* (World Scientific); co-editor of *Tourism, Crime & International Security Issues* (JW & Sons); *Consumer Behavior in Travel & Tourism* (republished also in India and in China) (Haworth Hospitality Press); *Tourism, Safety & Security: from Theory to Practice* (Elsevier) and a co-author of *Christian Tourism to the Holy Land: Pilgrimage during Security Crisis* (Ashgate). He also serves on the editorial boards of several leading tourism academic journals.

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ATLAS Regional sections

ATLAS Africa Report



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2015 Dar-es-Salaam conference

The theme of the 9th ATLAS Africa conference focused on the relation between tourism and inclusive growth. Although inclusive growth as a concept is increasingly discussed by academics, international agencies and politicians, linking inclusive growth explicitly to tourism is a relatively new development. Some of the key issues addressed by the concept of inclusive growth are the inclusion of low and middle income groups in the workforce, the creation of productive employment, the promotion of equal opportunities and the reduction of the distribution of inequality as economic growth continues. Although inclusive growth is centred on economic growth, mechanisms driving inclusive growth are not primarily economic, but social, environmental and political as well. Keynotes by Richard Rugimbana (Tanzania), Hannah R. Messerli (USA) and Susan Snyman (South Africa) gave a very good overview of current state of knowledge on inclusive growth. We wish to thank the staff of the University of Dar es Salaam Business School for organising this conference and their hospitality.

Top twenty” (in no specific order) key challenges and opportunities

At the conclusion of the conference, conference participants and a panel chaired by Ernie Heath identified a “top twenty” (in no specific order) key challenges and opportunities that could impact on tourism and inclusive growth in developing economies in Africa (that could be placed on the future tourism research agenda):



1. The perception and reality of tourism safety, security and health issues (e.g. Ebola) should be addressed as strategic priority at all levels for destinations that are serious about enhancing their tourism competitiveness. This should also be a future research priority.
2. The current composition of the tourism value chain in many developing destinations is not conducive to inclusive growth. A strategic evaluation is required to identify and proactively address key weak linkages and enhance and leverage those that can add value to Africa's tourism competitiveness.
3. In various instances, appropriate infrastructure development presents both a major challenge and an opportunity. Convenient and affordable accessibility by air, sea and road is often an impediment. The ability to "seamlessly" travel in and between countries and regions requires strategic research and if appropriately addressed can become a unique selling proposition (USP) for destinations in Africa.
4. In many instances the tourism product range is too limited (often the focus is too much on the wildlife experience) and therefore only appeals to limited market segments. Given Africa's rich diversity of natural, cultural and adventure offerings, which could appeal to a wide spectrum of global special interest "experience seeker" segments, appropriate research is required to explore innovative ways to broaden the product offering (particularly special-interest experiences) in an imaginative and creative way and to explore ways in which these experiences can be packaged and themed to appeal to a broader base of local, regional and international tourist market segments.
5. Sustainability will increasingly have to be addressed as a non-negotiable cross-cutter by both public and private sector stakeholders and importantly, across the entire value chain. Appropriate research will increasingly be required regarding, for example, the impact of climate change, the responsible management of scarce natural resources, etc.
6. In some instances unfavourable policies, strategies and institutional frameworks are in place, resulting in "planning and analysis paralysis" and unnecessary red tape, which hampers inclusive growth and competitiveness. Appropriate research is required regarding relevant "best-practice" policies, strategies and effective institutional frameworks, which can serve a frame of reference for developing destinations.
7. In many instances tourism is not appropriately "balanced", resulting in an inequitable distribution of tourism benefits and revenues. Strategic research is required to identify the key issues and provide guidelines for balancing community, industry, tourist and environmental interests and beneficiation in a responsible and future-orientated manner.
8. On a global basis there appears to be a trend away from pure economic growth to responsible and inclusive development. Research is required to determine the challenges and opportunities and possible guidelines for public and private sector tourism stakeholders to focus on responsible and inclusive tourism development in Africa.
9. Appropriate human resources development and capacity building remains a key challenge and priority in developing economies. Appropriate research is required regarding current and future tourism human resources needs, priorities, strategies and best practices, to ensure optimal inclusive growth and sustainable competitiveness.
10. The exponential growth of mobile technology, the World Wide Web and the social media provides major windows of opportunity for developing economies, particularly from a tourism marketing and communications perspective. Relevant research is required to evaluate the key opportunities in the technological sphere and to provide strategic and

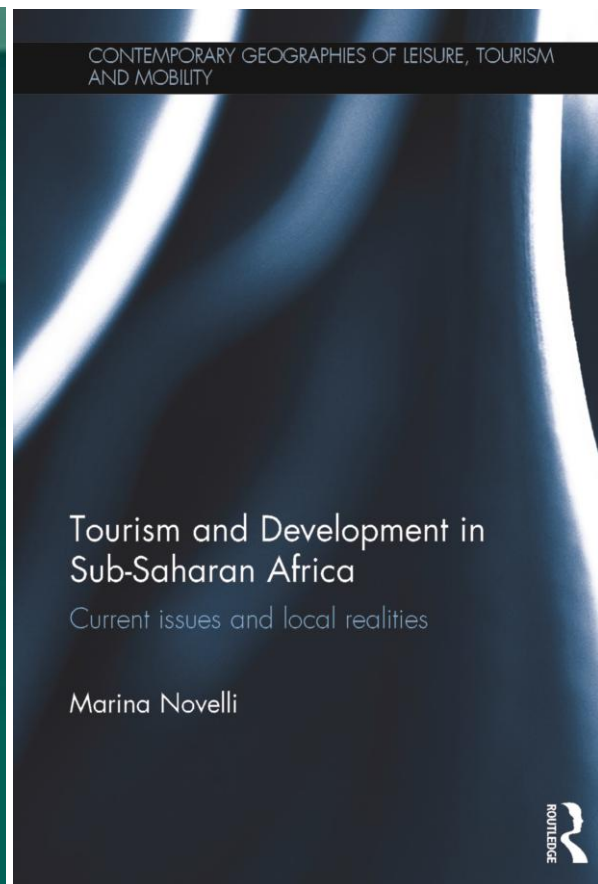
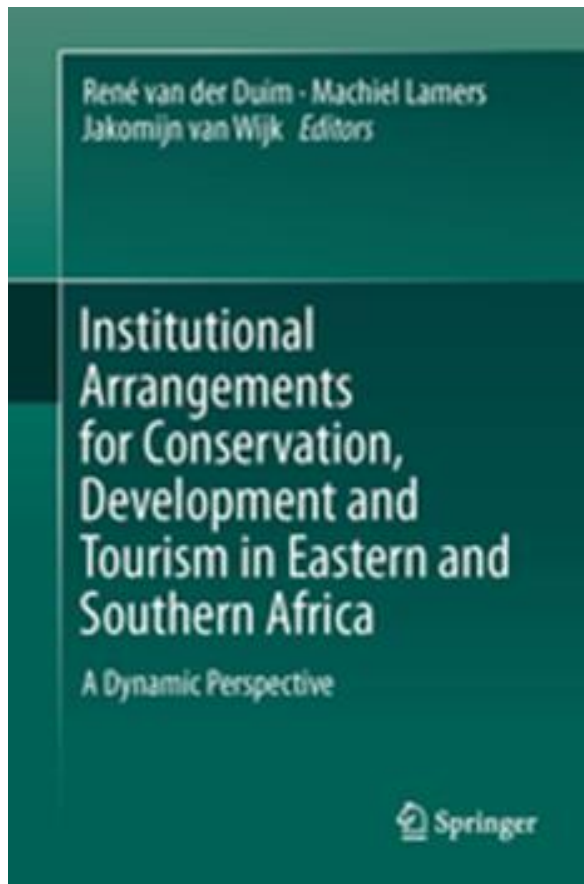
implementation guidelines for tourism stakeholders to optimally leverage these opportunities.

11. The traditional “tour operator” and “package tourism” situation results in considerable “leakages”, with insufficient benefits and revenue accruing to local stakeholders. Research is required to determine the nature and impact of current distribution channels and to explore innovative and future-oriented ways to ensure that local communities and industry stakeholders equitably share in the benefits and impacts of tourism.
12. The perception and reality of political instability and continuity in various developing economies is a major inhibitor to tourism investment, development and marketing. Research is required regarding the impacts and implications of the political environment and possible strategies to develop and marketing tourism in spite of the political challenges.
13. In many instances, politicians and public and private sector opinion leaders and stakeholders do not understand and appreciate the actual impacts and benefits of tourism to a destination. Research is required to quantify the role and socio-economic impacts of tourism on developing economies, as well as the economic value of sustainable tourism relative to other sectors.
14. The dynamically changing macro, competitive and market environments are posing many new challenges and opportunities to developing economies and requires a culture of fresh, innovative and entrepreneurial thinking and action. Research is required regarding the key lessons from successful leading innovative and entrepreneurial destinations that can be appropriately applied to developing tourism destinations.
15. As the tourism marketplace is becoming increasingly competitive, developing destinations will increasingly have to resort to distinctive branding and clear competitive positioning in the markets that they target. Research is required regarding the latest trends, developments and best-practices regarding destination branding and competitive positioning that can serve as a frame of reference for developing destinations.
16. The traditional tourism marketing approaches and tools are increasingly being complemented and in many instances replaced by innovative and cost-effective web-based marketing tools, with an increasing power-shift to the consumer (e.g. through the social media). Research is required regarding the relevance and cost-effectiveness of the traditional versus the new media and possible strategic guidelines on how to effectively market developing destinations in the future.
17. In some developing destinations, there is increasing concern that very fragile and valuable natural and historical-cultural tourism attractions and resources are being neglected or destroyed. Urgent research and a strategic “audit” is required of current and potential attractions and resources, as well as guidelines on how to ensure that they are protected and where possible further enhanced in a sustainable manner.
18. In many developing economies there are comprehensive and often outdated tourism policies, master plans and strategies in place with insufficient focus on implementation. The need to balance comprehensive policies, plans and strategies with realistic action and actual implementation plans needs to be researched.
19. In many developing economies population growth has a major impact on destination competitiveness. Research is required regarding the relationship between population growth and sustainable tourism development, with a view to ensuring the most balanced and appropriate approaches and strategies for the future.

20. Academic tourism researchers will increasingly be challenged to undertake research that is relevant and future-orientated. The challenge will increasingly be to create knowledge that can contribute to appropriate planning, development, management and marketing of tourism on the part of both public and private sector stakeholders, so as to enhance sustainable tourism competitiveness and inclusive growth. In this regard political and funding issues related to academic research should also be addressed as a priority.

New publications

In 2014-2015 also a number of new publications were issued. First of all again a thematic proceeding of ATLAS Africa conferences (Volume 9), titled Sustainability, Tourism and Africa: A natural link, was published. A 10th Volume will be issued later this year. Two other publications which discuss the current state of tourism in Africa, in which also contributions of ATLAS Africa members can be found, are:



ATLAS Latin America Report



At the 2014 ATLAS Annual General Meeting held in Budapest from 21st to 23rd October the main aim and objectives of ATLAS Latin America were established as follows:

ATLAS Latin America seeks the constitution of a body consisting of universities, other institutions, individuals, professionals and researchers in the field of leisure tourism 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.

Strategic Objectives

1. Identify and develop appropriate research products, services, and educational programs to position ATLAS as a key contributor to academic professional development in Latin America.
2. Increase membership with a focus on countries currently underrepresented in the membership.
3. Establish (more and better) linkages with other organizations (like OTIUM).
4. Organize an ATLAS Latin America event.

During 2015 developed actions were mainly devoted to reach objectives 2 and 3:

Action 1

ATLAS Latin America brochure

English, Spanish and Portuguese versions are created.

Action 2

Collaboration with other leisure & tourism Latin American networks

The first session of the joint work of ATLAS Networks Latin America and OTIUM took place in Montevideo on November 25th 2015. Ten institutions assisted, represented in the individuals listed below (full institution's data is listed below):

ARGENTINA

Universidad de El Salvador.

Directora Escuela de Turismo y Hotelería. Lic. Lorena Villamayor

ATLAS Member

BOLIVIA

Universidad Católica San Pablo

Dr. Jorge Amonzabel. Director of International Federation of Journalists and Writers in Tourism (FIJET).

ATLAS Member

BRASIL

Universidad de Fortaleza.

Dr. Clerton Martin does not Work on tourism but attended the meeting on behalf of his colleague Luzia Neide Coriolano
Miembro de OTIUM
Express interest in joining ATLAS
Universidad de Paraiba
Lic. Dilma Brasileiro
Master en Desarrollo Regional. Turismo y Cultura
OTIUM Member

CHILE

Universidad Pontificia Católica de Chile.
Dr. Andrés Ried
Lic. Manuel Gedda
OTIUM Member

COLOMBIA

Universidad Pedagógica de Bogotá
Lic. Bibiana Rodríguez
OTIUM Member

ESPAÑA

Universidad de Deusto
Dr. Manuel Cuenca. Presidente Red OTIUM
Dra. Ana Goytia. Departamento de Turismo e Instituto de Estudios de Ocio de la Universidad de Deusto
OTIUM and ATLAS Member

MEXICO

Universidad YMCA.
Lic. Elena Paz
OTIUM Member

PORTUGAL

Universidad de Aveiro
Dra. Maria Manuel Baptista
Master en turismo
OTIUM Member

URUGUAY

Universidad Católica de Uruguay.
Mag. Gabriel Andrade. Director Programa Académico en Turismo
Lic. Adriana Bonomo (Dirección y Administración de empresas)
Diplomada Rosario Bianco Burgos. Turismo Religioso Patrimonial
OTIUM Member
Expressed interest in joining ATLAS

Networks that work in tourism and those that will follow are identified:

- LATIN AMERICA : Latin American Association of Researchers in Tourism. Andrés Ried
- BRAZIL: National Association for Research and Graduate Studies in Tourism (ANIPTUR). Dilma Brasileiro

Action 3

ATLAS Latin American session for Gubernanza design and future action plan definition

To be held in Lisbon 2015 Annual General Meeting in which delegates from the following Latin American countries are registered:

- (1) Brazil
- (2) Chile
- (3) Mexico
- (4) Portugal
- (5) Spain

ATLAS Asia-Pacific

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

No report available.



ATLAS Europe

At the moment there is a vacancy for the role of coordinator for ATLAS Europe.

No report available.



ATLAS Middle East

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No report available.

ATLAS Special Interest Groups Reports



The current SIGs are:

- Cultural Tourism Research Group
- Gastronomy and Tourism Research Group
- Business Tourism SIG
- Cities and National Capital Tourism SIG
- Volunteer Tourism Research Group
- Independent Travel Research Group
- Religious Tourism and Pilgrimage Research Group
- Events Research Group

Cultural Tourism Research Group

Greg Richards
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The ATLAS Cultural Tourism Research Project has been running since 1991, and is therefore the oldest SIG still operating in the network. The group has produced a wide range of publications, including *Cultural Tourism in Europe* (1996), *Cultural Attractions and European Tourism* (2001), *Cultural Tourism: Global and local perspectives* (2007) and *Research Methods in Cultural Tourism* (2010).

The most recent Expert Meeting of the group was held in Barcelona in June 2013. This joint meeting with the City and National Capital Tourism Special Interest Group concentrated on the theme of Alternative and Creative Tourism. Papers from this meeting and addition invited contributions from scholars around the world have now been assembled in a book edited by Paolo Russo and Greg Richards. This is due to be published by Channel View in the next few months.

Gastronomy and Tourism Research Group

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The Tourism and Gastronomy Group has been running since 2000, and has produced a number of publications, including the *Tourism and Gastronomy* volume (Routledge, 2002). Expert meetings have been held in Portugal, France, Italy and Spain over the years. The most recent was organised by Carlos Fernandes of the Polytechnic Institute of Viana do Castelo in Portugal, and attracted 30 delegates from 10 different countries.

At the meeting, which was held in Arcos de Valvedez in the Minho region, the new *Journal of Tourism and Gastronomy* was also presented by representatives of publishers Cognizant. The *Journal* is edited by Anne-Mette Hjalager, a long-time member of the ATLAS Tourism and Gastronomy Group. The first issue of the journal included a review of the tourism and

gastronomy field by Anne-Mette and a paper on *Evolving Gastronomic Experiences: From Food to Foodies to Foodscapes* from group coordinator Greg Richards. Papers from the meeting in Arcos have also been submitted to the journal, and the Group is committed to supporting the development of the journal in future.

The group is also organising an ATLAS Annual Conference Track on *Risky Gastronomies and Foodscapes*, which has generated a lot of interest, with 15 abstracts submitted. There is an interesting range of subjects being discussed in this track, including risk management, food meanings, risk and food innovation, the development of foodscapes and food narratives.

Plans for future meetings and research activities will be discussed at the meeting in Lisbon.

Business Tourism SIG

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This year, members of the ATLAS Business Tourism SIG have communicated through the social media, using our LinkedIn group, Business Tourism Educators and Researchers Group. Using this group, we have exchanged innovative ideas on teaching business tourism as well as new sources of data of relevance to our specialism. We have also begun to create an inventory of textbooks, in various languages, which either focus exclusively or largely on business tourism topics. The plan is to make this resource open to all academic and researchers with an interest in business tourism. It is also expected that it will help us to identify gaps in the provision of written resources with a business tourism focus.

Cities and National Capital Tourism SIG

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After a very active period that saw the publication of a book I edited with Brent Ritchie as well as a journal double issue, we have continued to make progress.

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, co-organised with Greg Richards and Melanie Smith. 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.

Brent Ritchie has decided to step down as Co-Chair, as his research interests have moved in a different direction. We thank him for his work in establishing and developing the SIG.

There will not be a meeting of the SIG at the ATLAS 2015 conference, but we will arrange other activities in the future.

Volunteer Tourism Research Group

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The Volunteer Tourism Research Group has been active for seven years. The group has been busy with papers / books, seminars, special themes at conferences and special issues. The following is an overview of what has been happening during 2015. It also highlights a few activities and opportunities for involvement / publication in 2016-2017.

ESRC funded Seminar Series entitled '*Reconceptualising International Volunteering*'

This year saw the first three seminars taking place. Each of the seminars aims to include an overseas speaker, a practitioner and an academic. Seminar 1 – *Blurred Boundaries of International Volunteering* - was held at the University of Brighton, speakers included David Clemmons (USA); Anna Mdee (University of Bradford) and Angela Ellis Paine (University of Birmingham). The second seminar - *International Volunteering and the Millennium Development Goals: Making a Difference?* – was held in Glasgow (University of Strathclyde) with keynotes by Matt Baillie Smith, (Northumbria University); Mary Mostafanezhad (University of Hawai'i at Manoa) and Tony Spence from Raleigh International (UK volunteer organisation). The third seminar - *Examining the 'Self' (volunteer) and the 'Other' (communities)* - was held at the University of Kent and included Harold Goodwin (Manchester Metropolitan University); Caroline Walsh (a volunteer and Research Associate); Zoe alexander (South Africa) and Sally Grayson from People and Places, a UK volunteer organisation.

The final three seminars

- *Impact, Sustainability and Legacy (Strathclyde)*
- *Evaluation of quality initiatives in International Volunteering (Kent)*
- *The Future of International Volunteering (Brighton)*

will be held during 2016 – the dates and speakers will be released shortly.

Special Issue

Worldwide Hospitality and Tourism Themes (WHATT) - *Why and how should the international volunteer tourism experience be improved?* Volume 7 Number 2, 2015. The nine articles examines underlying and current criticisms of volunteer tourism by drawing on a range of stakeholder perspectives and sources to identify common strands related to 'why' volunteer tourism needs to be improved. Initiated at a conference on the topic, the issue blends research-based and viewpoint articles, academic analysis and practitioner insight to produce the most comprehensive and authoritative review to-date. The issue also addresses 'how' volunteer tourism could be improved and the extent to which mechanisms are, or could be, put in place to encourage the adoption of best practice. The issue incorporates analysis of international projects in developing countries with case studies from Botswana, Nepal, Guatemala and Peru and a range of different types of project: wildlife and conservation, orphanages and both child and health-related volunteering.

The Volunteer Tourism Research Group have already been asked to put together a follow up special issue for this journal 2016 – 2017. If you are interested contact Angela M Benson.

Special Conference Streams

During 2014 two special streams were held, the first was the special stream for Volunteer Tourism (2014) which was part of the ATLAS annual conference, in Hungary (October 2014). Four interesting papers were submitted one of which was included in the WHATT special issue.

The second special stream organised by Harnng Luh Sin (National University of Singapore) and Angela M. Benson (University of Brighton) was "*Volunteer Tourism: Pushing the Boundaries*" which was part of the 24th Nordic Symposium in Tourism and Hospitality and Research, held in Reykjavik, Iceland, September 2015. This session called for papers that did not seek to replicate what has already been undertaken but wanted to engage in debates, both theoretical and empirically underpinned, that moved the research agenda forward by critically questioning and unpacking volunteer tourism as a global social phenomena. Of the fifteen papers submitted a total of nine papers were presented. It is envisaged a book / special issue of the same title will be forthcoming and we will put out a call shortly for others who might be interested to contribute.

New for 2016 – 2017

Angela M Benson (University of Brighton) and Nick Wise (Asia University, Taiwan) have just signed the contract with Routledge to complete an edited book entitled '*International Sport Volunteering*'. The book will examine international sport volunteering through two main lenses - sport development and sport events. Whilst it is recognised that sport in an international context is happening, there is actually very little literature on the topic and most sport volunteering is written within national contexts. As such, this book aims to address this gap. Whilst most of the chapters have now been accepted, if you have a chapter you think would fit into this – please do contact Angela or Nick - there's always room for one more!

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

Events Research Group

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The ATLAS Events Group now has more than 20 members, and continues to expand its range of activities.

After previous Expert Meetings held in Breda (2011), Peniche (2013) and Sheffield (2014), in May 2015 the group held a meeting in Lecce, Italy. The meeting was organised by Ana Trono and her team from the University of Salento, who did a wonderful job of hosting the event and putting together a lively and engaging programme. The theme of the meeting was 'Bidding for and Creating Events', and 13 papers from delegates from nine countries were presented. A full report of the meeting is available on https://www.academia.edu/12521039/Creating_and_bidding_for_events

The group is currently considering publication options for the papers from the Lecce meeting, following the previous group publications with Routledge - *Exploring the social impacts of events* (2013) and *Event Design: Social perspectives and practices* (2014).

Members of the group have also continued to conduct joint research through the ATLAS Event Monitoring Project:
https://www.academia.edu/2333874/ATLAS_Events_Monitoring_Project_Overview

Members of the group have so far conducted surveys in Portugal, Russia, Finland, the UK, the Netherlands, Cyprus and Spain, and more surveys are planned in the near future. This research involves the basic monitoring of events and their visitors to provide a basis for comparative research. However, we are also currently expanding the research in a number of directions. These include the development and testing of the Event Experience Scale (EES), which is designed to measure the different dimensions of visitor experience. The scale has already been tested at events in the Netherlands, and group members are planning to use the scale at events in a number of different countries in the next 12 months. Lénia Marques from Bournemouth University has also started a project to develop a social interaction scale, which can be added to the basic event questionnaire.

These and other developments will be discussed at the ATLAS Annual Conference in Lisbon in 2015, where the group is also staging a special track on Placemaking and Events. This track attracted 17 abstracts with a wide range of different empirical and conceptual contributions.

Plans are also well underway for the next Expert Meeting of the group, to be held at the Universitat Obert de Catalunya (UOC) in Barcelona in May 2016. This meeting will be on the theme of Rethinking the Eventful City: Perspectives, Practices, Prospects. It will examine the changing relationship between cities and their portfolios of events, considering the use of events as policy tools in the contemporary city. A call for papers will be issued at the ATLAS Conference in Lisbon and circulated to all members shortly afterwards.

Independent Travel Research Group

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The planned meeting on “Rights and Responsibilities in Independent Travel” to be held in December 2015 in partnership with the University of the South Pacific in Suva, Fiji was cancelled.

The group did organise a special track on Risk and Independent Travel at the ATLAS Annual conference in Lisbon. The theme was “Independent Travel and Risk” and there were eight presentations.

Religious Tourism and Pilgrimage Research Group

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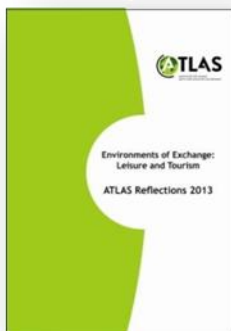
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ATLAS new publications

Last 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.

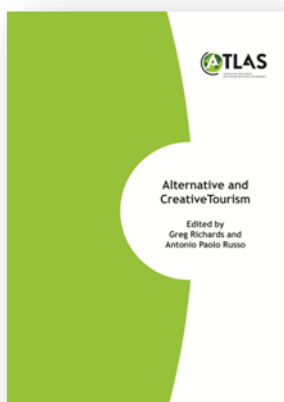
Risk in travel and tourism: Geographies, behaviours and strategies
ATLAS Reflections 2015 (In PDF)
Edited by René van der Duim, Leontine Onderwater and Jantien Veldman



ATLAS Cultural Tourism Research Project
Research Report 2008-2013 (In PDF)
Edited by Greg Richards



Alternative and Creative Tourism (in PDF)
Edited by Antonio Paolo Russo and Greg Richards (2014)



Creative Tourism Trend Report
Volume 1, 2015 (In PDF)
Edited by Greg Richards (2015)



ATLAS Africa series

We would also like to draw your attention to the ATLAS Africa series. The proceedings of the conferences in 2003, 2004 and 2006 were published in 2007 in three volumes. Proceedings of the conferences of 2007 were published in Volume 4 and 5, and the proceedings of the conferences of 2009 were published in Volume 6 and 7. Volume 8 and 9 consists of the proceedings of the conference in Kampala in 2011 and volume 10 comes forth from the conference in Kigali in 2013.

All the volumes are now also available in PDF.

- 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* (120 pp.)
- Volume 9: *Sustainable tourism and environmental education: A natural link* (158 pp.)
- Volume 10: *Tourism, regional development and sustainable environment* (150 pp.
To be released in 2016)

ATLAS Working papers

Please find below an overview of the ATLAS working papers. All of these working papers are now available in the ATLAS online shop in PDF.

| WP | Authors | Title | ISBN | No. Pages | Year |
|----|--|---|-------------------|-----------|------|
| 1 | Roselyne Okech | Ecotourism and sustainable development: lessons from the Maasai community in Kenya | 978-90-75775-38-9 | 17 | 2009 |
| 2 | Joachim Kappert, Ana Paula Morais | Challenges in the construction of a sustainable future | 978-90-75775-55-6 | 23 | 2012 |
| 3 | Donald Macleod | Towards holistic sustainability: Tourism and development in southern Scotland | 978-90-75775-56-3 | 18 | 2012 |
| 4 | Raija Komppula | Guidelines for professional activity services in tourism: a discussion about the quality of a tourist experience product | 978-90-75775-57-0 | 23 | 2012 |
| 5 | Raija Komppula, Ossi Juvonen, Matti Boxberg | Developing Guidelines for Professional Activity Services in Tourism using A Participatory Approach – a Finnish Case Study | 978-90-75775-41-9 | 19 | 2010 |
| 6 | Raija Komppula, Hilkka Lassila Okech | Life – style entrepreneurship, an opportunity for sustainable tourism development or a threat for rural tourism growth? | 978-90-75775-58-7 | 21 | 2012 |
| 7 | Frances McGettigan | Ireland's first area based integrated green tourism plan | 978-90-75775-59-4 | 15 | 2012 |
| 8 | A.A. Gorokhovskiy, T.I. Chernyaeva T. I. Chernyaeva | Sustainable development of regional tourism in the conditions of transition economy | 978-90-75775-60-0 | 19 | 2012 |
| 9 | Anja Tuohino | Environmental awareness and environmentally friendly behaviour - case Sulkava Rowing Event | 978-90-75775-61-7 | 15 | 2012 |
| 10 | Jane Eastham, Liz Sharples | Bringing it all back home: an integrative approach to the sustainable development of food and tourism in rural areas | 978-90-75775-20-2 | 28 | 2005 |
| 11 | Maria do Rosário, Borges Susana Lima | The quality of information about sustainable tourism development: A study of official websites of the Portuguese public tourism organisations | 978-90-75775-62-4 | 20 | 2012 |
| 12 | Michael Ireland | Sustainable tourism in Altai Nature Reserve of Western Siberia: Ethnography of Taiga Bay, Lake Teletskoye | 978-90-75775-63-1 | 27 | 2012 |
| 13 | Dora Smolicic Jurdana, Dragan Magas | Sustainable tourism development of Gorski Kotar (Croatia): Characteristics and objectives | 978-90-75775-42-6 | 19 | 2010 |

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|----|--|--|-------------------|----|------|
| 14 | Barbara Marciszewska, Anna Marciszewska | Sustainability, information technology and the human being: economic and psychological aspects | 978-90-75775-24-5 | 13 | 2006 |
| 15 | Celeste Aguiar Eusébio Maria João Carneiro Paula Alexandra Malta | Protected areas: spaces of “opportunity” for tourism in Portugal | 978-90-75775- | 26 | 2005 |
| 16 | Teresa Ferreira | PITER Programme – an innovative methodology for sustained tourism development in Portugal | 978-90-75775-64-8 | 19 | 2012 |
| 17 | Lóránt Dávid and Zsuzsanna Szilágyi | Environmental and geomorphological impacts of tourism and sports | 978-90-75775-25-9 | 27 | 2007 |
| 18 | Áurea Rodrigues, Luísa Marinho, Maria João Carneiro | An assessment of the impacts of tourism in areas with significant natural heritage – a study of the travelling behaviour of visitors of five areas located in Portugal | 978-90-75775-51-8 | 23 | 2005 |
| 19 | Nada I. Vidic | Meaning of landscape for tourists – results of research | 978-90-75775-80-8 | 35 | 2014 |
| 20 | Gloria Rodríguez | The value of food-related landscapes in Culinary Tourism | 978-90-75775-81-5 | 18 | 2014 |
| 21 | Patrizia Calò | New technologies and tourist mobility: a brief review of some case studies | 978-90-75775-82-2 | 15 | 2014 |
| 22 | Deniz Hamza | The effect of volunteer tourism on young Dutch people | 978-90-75775-83-9 | 30 | 2014 |
| 23 | Srdan Milošević, Dragica Tomka, Iva Škrbić | Impact of hospitality of a city on a tourist experience of the visitors: case study – Novi Sad, Serbia | 978-90-75775-84-6 | 18 | 2014 |
| 24 | Liliya Terzieva, Evan Dewabrata | Complex adaptive system management within multifunctional leisure organizations (the case of Park 21, Netherlands) | 978-90-75775-85-3 | 26 | 2014 |
| 25 | Giovanni Ruggieri, Giovanna Sclafani | Tourism destination development: economic impacts evaluation due to intercultural food festivals | 978-90-75775-86-0 | 13 | 2014 |

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