ATLAS

ASSOCIATION FOR TOURISM
AND LEISURE EDUCATION AND RESEARCH

Tourism, Lifestyles and Locations

ATLAS Reflections 2016

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Dear ATLAS members

This my fourth year as co-ordinator of ATLAS. In this report I refer back to the successful 2015 Lisbon conference, introduce the upcoming conference in Canterbury and discuss some challenges and prospects of ATLAS.

2015 Lisbon Conference

The 2015 ATLAS Conference in Lisbon focused on "Risk in Travel and Tourism: geographies, behaviours and strategies" and was organised and hosted by the Centre for Geographical Studies, University of Lisbon (CEG-ULisboa). A large number of events in the last few years again have illustrated that 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. As a global and economic activity, tourism is submitted to a large variety of risks, derived from geo-political developments ad well as macro and micro economics and market fluctuations. As the conference showed, 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. Excellent key note presentations by Sofía Gutiérrez (UNWTO), Allan Williams (University of Surrey) and Brent Ritchie (University of Queensland), 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 the Centre for Geographical Studies, University of Lisbon for hosting this conference and especially to José Simões, Carlos Ferreira, Ana Inácio and all other colleagues for their relentless efforts to have made this conference such a success.

2016 Canterbury conference

Canterbury Christ Church University has taken great pleasure 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.

The main conference theme is 'Tourism, Lifestyles and Locations'. 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 the organisers aim to push the boundaries of our understanding of tourism and its relationship to modern lifestyle and to destinations in the contemporary environment.

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Challenges and prospects

In the last year a number of new developments took place.

First, at the occasion of the 25th anniversary of ATLAS, we introduced in 2016 the first Volume of our new periodical, *ATLAS Tourism and Leisure Review*. In the last years we have increasingly faced challenges in publishing conference papers. On the one hand conference participants have been able to publish their papers in peer reviewed scientific journals or books. But on the other hand, many other conference papers have been on the shelf for years as conference organizers and ATLAS have not been able to publish conference proceedings, due to the lack of finances or time. To mitigate this situation and improve our services to our members and conference participants, we have decided to start issuing ATLAS Reviews, which will consist of thematically ordered collections of conference papers. For each volume of 3 to 5 papers, we will invite a guest editor to take care of the review process and proofreading of the papers. All Volumes will become digitally available for members and are for sale to non-members via the ATLAS bookshop. The first Volume on 'Well-Being and Employment in Tourism' includes papers from the 2014 Budapest conference and has been edited by James William Miller. We would like to thank James for taking the lead in this process. Subsequent Volumes will follow shortly. With the launch of ATLAS Reviews we expect to have adequately addressed the many inquiries we received in the last years about possibilities to get conference papers published.

Second, the 2015 Lisbon conference was also the start of building an ATLAS chapter in Latin America. In Lisbon preparations were made for a first ATLAS conference in Brazil titled 'Tourism and Creativity: New Opportunities for Developing Latin America'. The 1st ATLAS Americas Conference will be held from Monday 5th to Wednesday 7th June, 2017, at Universidade Federal de Pernambuco - UFPE, Recife/Brazil. The conference organisers invite participants to think and discuss how the links between creativity and tourism could be strengthened, generating steady growth to new and existing Latin American tourism destinations.

Third, preparations for the 10th ATLAS Africa conference, also in 2017, are underway. The theme of the 10th ATLAS Africa conference, which will be held between Wednesday 7th and Friday 9th June, 2017 at Moi University, Eldoret, Kenya, focuses on 'Africa's Tourism and Travel Competitiveness: Opportunities and challenges'. The theme was selected on the premise that despite exponential growth of tourism in terms of earnings and visitor numbers, Africa still trails other continents in terms of tourist arrivals and receipts. For example according to the UNWTO, Africa had a market share of only 5% of the international tourist arrivals in the year 2015. Key challenges identified include, among others, the continent's competitiveness. A destination's competitiveness is a complex and multifaceted concept encompassing economic, social, political, natural and cultural aspects. This International Conference therefore aims at bringing together researchers, academicians, policy makers, destination management experts, practitioners, and representatives from destination marketing organizations, governmental and non-governmental organizations on an international platform to discuss various opportunities and challenges with respect to Africa's tourism and travel competitiveness in relation to other world tourism regions.

Fourth, on the occasion of the 25th anniversary we have created a new version of the ATLAS Milestones. 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. In the last few years we successfully organised 'special tracks' during conferences, which helps to integrate the work of the SIGs in ATLAS.

However, a number of things have not yet materialized. Unfortunately the Routledge / Taylor & Francis offer for ATLAS members (online access to 3 T&F journals per calendar year as a

benefit of the membership) has not been very successful with only 3 subscriptions. Also new SIGs, projects which could lead to extra income for ATLAS, webinars, the initiation of ATLAS Middle-East and ATLAS Asia, and a vibrant student section are still not brought to fruition. These and other new activities and prospects will be discussed during the Board and members meeting in Canterbury and I welcome new ideas from and especially active participation of members to implement some of our plans.

A word of thanks

Finally, I first want to thank Leontine Onderwater and Jantien Veldman for their work and support. Without them ATLAS would not last. Second, I would like to thank Greg Richards, founder of ATLAS. During the last 25 years he has been a driving force behind conferences, publications, SIGs, projects and the Board of ATLAS. He has been and still is 'Mister ATLAS' facilitating ATLAS to stay a lively, relevant and flourishing organisation.

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Tourism's Culture War: From Grand Tours to Ethical Tourism The roots of tourism's lifestyle politics

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Leisure travel seems to carry its own 'tourism culture war'. Criticism of certain types of tourism and lauding of others reflects divisions of ideology and class, and different perspectives on modernity and progress. In this respect there is nothing new in either ethical tourism or the attendant criticisms of the package holidays that are often in the frame as less than ethical.

According to Feiffer, with reference to the Grand Tour of the eighteenth century: 'In the era of the "lifestyle", one expressed oneself more at leisure than at work; by one's hobbies, one's possessions, one's tastes. The tour represented all of them' (1985: 224). These tastes were markers of privilege, the tour a cultural right of passage for the landed aristocracy.

In the 1840s Wordsworth sought to preserve the Lake District from tourists by opposing the building of the Kendall to Windermere railway. He wanted to preserve not only the beauty of the Lakes, but also something intrinsic to human culture that he thought was being destroyed by the industrial revolution (Urry, 1996). The Romantic reaction to the industry and urbanisation of the industrial revolution sought a sense of selfhood in tradition and in nature in the midst of fundamental change in the mode of life.

A fear of mass society was often evident. Thomas Cook, pioneer of mass tourism, was held in low regard by those who felt the masses were ill equipped to benefit from travel. The rise of Cook's seaside tourism in the UK prompted the clergyman and diarist Francis Kilvert to write in the 1870s that, 'of all noxious animals, the most noxious is a tourist' (Fussell, 1982: 40).

Yet more influential at that time was a positive attachment to the benefits of industrialisation, including leisure travel. Cook's sentiment was widespread amongst all classes, evidenced by the popularity of his tours. For him travel was:

> 'for the millions [who could] o'erleap the bounds of their own narrow circle, rub of rust and prejudice by contact with others, and expand their sales and invigorate their bodies by an exploration of some of nature's finest scenes.' (cited in Withey, 1997: 145)

Cook sold thousands of tickets to the Great Exhibition of 1851. Many of humble means committed their meagre disposable income to travel on the recently established railways to the Crystal Palace in Hyde Park, London, to witness a celebration of science and industry as progress.

The debates about tourism reflect the times: modernity, the optimistic spirit of Victorian England, romanticism and fear and loathing of the masses.

Post war: counterculture and travel

Post World War Two, especially with the onset of mass consumption and new opportunities opened up by technology and economic growth, tourism's culture war looks somewhat different. Dean MacCannell's sociology makes an interesting contribution to understanding tourism's association with social and political identities. MacCannell's seminal *The Tourist: a*

New Theory of the Leisure Class (1976) and his later reflections in *Empty Meeting Grounds: the Tourism Papers* (1992) suggest that in a modern world in which authentic human contact is stymied by the market some tourists seek more human and humane personal and cultural relations through tourism. However, all too often this search for authenticity is destined to be in vein as tourism itself becomes subject to ever greater commercialisation. Nonetheless, he argued that this quest holds out possibilities for greater understanding and a better world.

MacCannell was influenced by the turn of the Left in the early 1970s, from analysing the mode of production and the social relations emerging from this to a focus on consumption and culture. MacCannell himself shifted his allegiance from the working class as a force for progressive change on the world stage, to cultural encounters and the possibility of new subjects arising from these (1992). In effect, the cultural subject is substituted for the political subject, a development characteristic of much radical thought on the Left (Gitlin, 1997; Heartfield, 1998).

MacCannell considers the encounters between tourist and host and suggests that they can have positive outcomes for cultural understanding leading to progressive social and political consequences. Tourism in this analysis is also a metaphor for society. MacCannell is interested in wider possibilities through intercultural and interpersonal encounter. In this respect his ideas are a basis for the rise, some 15 years after *The Tourist* was published, of ethical tourism.

The countercultural character of the tourists described by MacCannell (although they would have identified themselves as travellers and baulked at the notion that they were tourists) is reflected in sociologist Erik Cohen's categorisation of leisure travellers. Cohen sees a section of tourists as looking for a 'spiritual centre', either at home or in another society, and classifies them in this way (1979). Cohen's spiritual centre is a place where the individual finds meaning to their life, and where they feel part of something authentic. He identifies, amongst other categories, 'experiential tourists' and 'existential tourists', both alienated from and critical of their home culture, both seeking meaning through travel in places and relationships deemed more authentic, more human. Cohen identifies these 'alternative' tourists with the counterculture (ibid.).

Perhaps, though, whilst experiential tourists sought meaning in other societies and other cultures, these are really the backdrop for a search for an authentic self (Wang, 2000). Christopher Lasch had already argued in *The Culture of Narcissism* (1979) that radical thought in particular was shifting from a social critique to a psychological one, that there was a shift from focusing on the public, political world to the private self. That the answer lies within and is expressed in part through how you live out your own life, including how you travel, was certainly a part of the experimental travel trends of the late 1960s and 1970s (albeit only a small section of often quite privileged youth every made it along the Hippy Trail).

MacCannel's thesis, and Cohen's discussion of the search for a spiritual centre, mirror influential political analyses of the times. Most notably Marcuse, in his *One Dimensional Man* (1964), sets out a radical cultural critique of mass consumption, technological rationality and the bureaucracy of modern capitalism. These are sentiments that prefigure the critique of mass consumption so influential today and evident in the advocacy of ethical tourism niches such as community ecotourism, albeit the latter lacking the radical political perspective of Marcuse.

For Wolin: 'The 1960s was a period of acute disenchantment with western modernity'. Opposition, such as the revolts in Paris in May 1968 'targeted impersonal, bureaucratic and highly formalised modes of socialisation' that operated 'without regard for persons' (2012: 11). A number of prominent French intellectuals were at the forefront of developing

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poststructuralism as a key reference point in the social sciences. Rather than capitalism as a system that held back historical progress, it was rationalism and progress itself – the legacy of the Enlightenment – that was increasingly the target of poststructuralist analyses.

Bell, in *The Cultural Contradictions of Capitalism*, had already described the cultural mood and its relationship to the economic system and its values:

> 'The social structure today is ruled by an economic principle of rationality, defined in terms of efficiency in the allocation of resources; the culture, in contrast, is prodigal, promiscuous, dominated by an antirational, anti-intellectual temper.' (1964: 432-433).

Given the diagnosis of society's ills as emanating in the realm of consumption and lived experience in a modern, soulless bureaucratic society, it is unsurprising that the reaction to this took a cultural form, through lifestyles associated with the counterculture. This disillusionment with modernity meant the alternatives eschewed technology and rationality (in tourism in the form of the Fordist tourism system and the modern resort). *Plus ça change.*

The protests of May 1968 in Paris provide an example of tourism's culture wars. Situationist inspired protestors smashed the windows of Club Med's offices in Paris and wrote 'Club Med: a cheap holiday in other people's misery' in the street. The bourgeois lifestyle, characterised by affluence and luxury, was the target for these protestors (their graffiti later reprised by punk band The Sex Pistols, in the 1978 hit *Holiday in the Sun*). Club Med epitomized despised bourgeois culture and the protesters represented the counterculture.

Others expressed their countercultural opposition to 'the system' in the spirit of the phrase 'turn on, tune in, drop out', popularised by hippie icon Timothy Leary. The hippie trail to India and Nepal of the 1960s and 1970s, in reality practiced by few, led young critics of the system to seek alternative ways to live through cannabis, mysticism and a rejection of authority. Separating one's self from the mainstream, spiritually and materially, was characteristic of Jack Kerouac's *On the Road* (1957). Kerouac, an icon to a generation of travellers, refused to buy in to the American dream, and lived and wrote on the margins, seeking an alternative consciousness to that of mainstream America. He was, in Sartre's phrase, 'condemned to be free'.

The *Lonely Planet* Guide books were originally associated with a countercultural rejection of mainstream society and carried a similar radical caché for a while in the 1970s. The first official guide to the hippie trail, published in 1974, included advice on cannabis use and how to obtain fake identification. It followed the success of a makeshift stapled together edition designed to raise cash to enable its writers, Tony and Maureen Wheeler, to get home. Hippies on the trail were trying to free their minds, and whilst the revolution remained in their heads, there was an association with societal as well as personal change

The relationship of this countercultural rejection of bourgeois values, and often Enlightenment values, to political ideology is key. There is much truth in Bell's argument in *The End of Ideology* (1960) that the ideologies that had defined the preceding 150 years were exhausted and unlikely to define the post-World War Two period. Two world wars fought amongst the developed powers and the failed attempt at radical social change in the USSR made grand ideologies less tenable. Also, relative stability and economic growth after the war opened up possibilities for some to embrace culture as a realm within which they could experiment and promote alternatives to bourgeois norms (Furedi, 2014).

Lifestyle nonetheless retained a connection to experimentation and radical social change, and this clearly sets it apart from modern ethical lifestyles. The 1960s in particular is closely associated with radicalism and cultural experimentation (Markwick, 1999), and trends in tourism lifestyle reflected that. The politics of Left and Right, reflecting competing social and

economic systems, continued to animate politics. The existence of an alternative system in the USSR (albeit one that had degenerated and lost any claim to be a higher form of society in the eyes of most people), the post-World War Two growth of the state *vis-a-vis* the market, relatively strong class allegiances through political parties and trade unions in many countries, and the demands for freedom from national liberation struggles all sustained a belief in societal change in radical thought. Countercultural lifestyle retained a future orientation – radical and utopian visions of how society could and should be were in evidence (ibid.). There was a sense of possibility, freedom and experimentation outside of the mainstream that contrasts sharply with the over-prepared , CV oriented, safety first, citizenship linked travel of today.

From lifestyle politics to ethical lifestyle

Published eleven years after McCannell's *The Tourist: a New Theory of the Leisure Class* (1976) was a further influential book addressing tourism and lifestyle, Jost Krippendorf's *The Holiday Makers: The Impacts of Leisure and Travel* (1987). Krippendorf pioneered the now more widely developed and popular critique of mass tourism. For Krippendorf mass tourism has become a 'restless activity that has taken hold of the once sedentary human society' (ibid: xiii) and results in damage to host communities and the local environment as mass migration encounters social and environmental limits. Krippendorf's study, along with Turner and Ash's prescient *The Golden Hordes* (1972) published fifteen years earlier, set the tone for the academic critiques of mass tourism that now add up to a significant body of work across a range of related disciplines, today constituting an orthodoxy (Butcher, 2003).

Krippendorf not only criticised mass tourism, he also suggested that consumption is an area where individuals can adopt lifestyle patterns that are more favourable both to host communities and the wider environment. His view was that consciousness of consumption can lead to a more aware and ethical individual thus humanizing travel (1987). In making this argument he draws a clear link between tourists' consumption and development outcomes for their hosts. This sentiment is a key element of the advocacy of ethical tourism today.

In spite of commonalities – both are critical of mass consumption and advocates of a sort of lifestyle politics - the shift from McCannell (1974) to Krippendorf (1987) is important. McCannell writes in the context of the Cold War and the end of the post war boom (the Oil Crisis of 1973 is often cited as an event that marked the end of the post war 'golden years' of consistent economic growth and optimism). By the 1980s, however, the belief in the state to reform society was far less tenable, and the USSR from being a symbol of another system being possible came to represent the impossibility and undesirability of attempts at social change on a grand scale, a view brought vividly into relief by the fall of the Berlin Wall in 1989 (Giddens, 1994, 2000; Jacoby, 1999). The influence of class had waned, with its political expression in unions and parties of the left greatly diminished. Capitalism's erstwhile critics accepted and even embraced market forces as 'no one any longer has any alternatives to capitalism' (Giddens, 1998: 43).

Yet the collapse of alternatives did not vindicate capitalism and the market. Anticommunism had proved important in cohering conservative and social democratic elites who were able to present their politics favourably vis-a-vis their Cold War opponents. For Laidi (1998) the end of the Cold War precipitated a far reaching 'crisis of meaning'. Similarly Judt notes that in Europe 'after 1989 there was no ideological project of Left or Right on offer' (2005, 33). There are no longer narratives based competing ideologies and positive visions of the future that connect the individual to their society. Moreover, new political narratives have not emerged. Consequently the market has taken on the appearance of an eternal reality in political and social debates (Heartfield, 2002). Fukuyama's End of History thesis (1992), following soon after the end of the Cold War, presenting a contemporary world in which all

the big ideological issues have been settled, is emblematic of the sense of closure of grand politics.

Hence by the late 1980s - when Krippendorf's assertions on the theme of ethical holidays start to become mainstream - the scene was set for lifestyle to become in one sense less, and in another more, political. In contrast to the radicalism and political conflict of the 1960s, by the late 1980s there are few pretensions to radical social change. Today's ethical lifestyle tourists articulate their aspirations in terms of care, awareness and helping rather than reform or revolution. In this respect tourist lifestyles are far less political, and in fact are expressed in terms of ethics rather than politics. This bears out the view of political theorist Chantal Mouffe who argues that moral issues have become central to contemporary political life and the struggle between 'right and wrong' has replaced the struggle between 'right and left' (2005: 5). The common portrayal of ecotourism, volunteer tourism and other niches as 'ethical' (and also mass tourism as unethical) is indicative of this.

Yet at the same time, the demise of erstwhile narratives of the Left and of the Right mean that today ethical lifestyle has come to define public life in a way not evident in the past. Volunteer tourists, gappers with a mission and the patrons of many new niches and brands, and along with Fairtrade shoppers and ethical consumers generally, try to make their mark on the world directly through lifestyle. Whereas in the 1960s and 1970s lifestyle was linked to political ideologies, today lifestyle itself comprises an ethical intervention into issues held dear. Ethics is the new politics, from 'ethical' foreign policies and 'humanitarian' military missions to ethical consumption and travel.

Also it is notable that when compared to the 1960s and early 1970s – the frame of reference of MacCannell and Cohen's original ideas - lifestyle in the last 30 years has lost much of its critical and experimental character. In the earlier period alternative travel was aligned to a counterculture, to an implied critique of the prevailing norms and values of society. Kerouac inspired and Lonely Planet guided travellers stood outside of the contemporary modes of citizenship. From the 1990s onwards – the period in which Krippendorf's The Holiday Makers has found resonance in academic writing and popular culture – alternative tourism is applauded and even sponsored by governments, industry, school and university as a route to responsible global citizenship.

Ethical tourism, politics and freedom

What passes as 'political' is clearly fluid. Lifestyle is today political in that it fills the space vacated by the retreat of politics as previously understood. The collapse of the political identities of the past has paralleled a pervasive rise of the politics of the inter-personal. Backed up by neo-Foucauldian notions of dispersed power and feminist inspired concepts of care, erstwhile private concerns (shopping, behaviour, holiday choices) now colonise the public sphere.

Influential thinkers in sociology (e.g. Giddens) and human geography (e.g. Barnett) have theorized the focus on lifestyle. Whilst accepting consumption in and of itself may be limited as a form of politics, they see its potential in a wider remoralization of political life spurred through a recognition of a lack of fairness in trade. Some see it as prefiguring a wider shift in political consciousness well beyond lifestyle (Barnett et al, 2011). A similar case is made in relation to ethical niches such as volunteer tourism by, amongst others, Wearing (2001) and Higgins-Desboilles (2008).

Yet the often well-meant moralisation of behaviour and consumption that ethical tourism represents is profoundly anti-political and not particularly moral. It stymies the positive cultural potential that exists in travel. It assigns universal ethical value to particular political outlook, and hence rules out of court the clash of opposing views – the very stuff of politics.

In too many classrooms, guidebooks, debates and commentaries the etiquette of ethical tourism precludes an open ended examination of what may be good and what not so good about different development options or different cultural encounters. All too often the question has been answered for you before it has been asked – what is 'ethical' is deemed small scale, eschews economic and social transformation, promotes localism and conserves wildlife and the cultures that have coevolved through a close relationship to nature's rhythms. In this way ethical tourism circumvents thought and moral autonomy. It shortcuts what can be great about travel – the imperative to think for oneself about new places and people.

In Dharma Bums Kerouac's character says 'I saw that my life was a vast glowing empty page, and I could do anything I wanted'. The rapid growth of leisure travel that made this closer to a reality for some was facilitated not by eco niches but by Fordism, back to back charters, busy resorts ('concrete jungles'), jet technology and trade unions' hard won increases in wages and holidays. This mass tourism boom, and the freedom it brought, is regarded with a high degree of circumspection by critics in the Universities. Given his iconic 'traveller' status, it is ironic that Kerouac's sentiment, if articulated today, would be regarded as rather arrogant by ethical travel's many advocates.

Today tourism is caught up in a culture war of much greater significance. Tourists and leisure seekers have found themselves the target of a new nihilistic terrorism that targets human culture.

In the aftermath of the recent Paris terrorist attacks sociologist Jennie Bristow wrote an inspiring defence of the freedoms of modern tourism, one that echoes both the spirit of Kerouac, Thomas Cook and the package holiday pioneers such as Vladimir Raitz:

> 'The cosmopolitanism with which the so-called millennials grew up, the diversity of their own communities, and their access to direct and indirect experiences of other countries at the click of a mouse or the purchase of a cheap airline ticket, stands as one of the most Inspiring developments of the twentieth century […] How great it would be if the response [to the Paris attacks] was a new determination to claim the world as a truly open space, in which freedom and commitment became the rallying cries for the battle against nihilism and fear.'

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Exploring Hallmark events through benchmarking: The case of Macao

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Introduction

Coined and made known in the 1980s (Hall, 1989; Ritchie, 1984), hallmark events often attract significant tourism benefits such as tourist arrivals and expenditure. Always iconic in nature, hallmark events are loosely and broadly considered somewhere in between a 'mega' event and a 'major' event in terms of the scope of impacts generated; these are celebrations that give communities and destinations unique competitive advantage (Allen, O'Toole, McDonnell, & Harris, 2011; Getz & Page, 2016). Conversely, mega events are typically referred to those which are one-time occurrences in a given destination, such as the Olympics, World Cup, World Expo, and so on. Hallmark events refer to festivals, sporting events, or special events of international status that offer destinations a unique proposition and are synonymous to the destinations which host them. Primarily for this reason, hallmark events are difficult to replicate as they are often rooted in the destinations' culture and heritage. While there are a number of texts that discuss hallmark events, much of their references to hallmark events have been on a tourism context, that is, the tourism benefits these events bring. Getz et al (2012) noted a lack of agreement on the definition of hallmark events in the literature, as well as their roles in communities (see Getz, et al., 2012 for a discussion on conceptualising hallmark events). Further discussions and research on hallmark events appear to have ceased at the turn of the century; subsequent work in hallmark events have been extremely scarce and in a pragmatic manner.

To contextualise the loose definitions of hallmark events, some famous examples include Germany's Oktoberfest, the Netherlands' King's Day, Thailand's Songkran, Mexico's Day of the Dead, Brazil's Carnival, India's Kumbh Mela, Japan's Tenjin Matsuri, among many others. Getz (Getz, et al., 2012, p. 52) proposes that hallmark events must meet two compulsory and an optional principle:

1. Hallmark events refers to the function of events in achieving a set of goals that benefit tourism and the host community, namely: attracting tourists; creating and enhancing a positive image that is co-branded with the destination/community; and delivering multiple benefits to residents.
2. Over time, the hallmark event as a tourist attraction also becomes an institution and its permanence is taken for granted. Its traditions generate a stronger sense of community and place identity. The event and city images become inextricably linked.
3. Hallmark events can also exist within the context of social worlds and for special-interest groups as iconic tourist attractions that facilitate communitas and identity building.

Background to the study

Macao positions itself to become the World Centre of Tourism and Leisure by utilising tourism and gambling as Macao's dragonhead industries, supplemented by cultural heritage, entertainment, retail, exhibition and integrated mega resorts (Vong, 2016). This appears to be a reasonable strategy as Macao has a strong and long history of Portuguese colonisation

for over 450 years – the lengthiest, first and last European occupation in Asia (Cheng, 1999). This brought an array of rich cultural heritage in Macao, from architecture to people, food to festivities. The historical perspective of Macao as a fishing port and safe haven for sea traders also brought in many customs and traditions such as the worship of the Goddess of A-Ma by seafarers and celebrating the nationally listed intangible heritage Feast of Drunken Dragon by fishmongers. Migration as a result of better life and refuge from countries in the region such as Myanmar, Thailand and the Philippines also brought in many cultural celebrations.

The liberalisation of the gaming legislations in the early 2000s also brought in unprecedented economic prosperity to Macao, which attracted foreign investments that transformed Macao into a gaming mecca, with gaming receipts long surpassed that of Las Vegas years ago (Liu, Chang, Loi, & Chan, 2015). Such prosperity fuelled other industries such as retail, exhibitions, meetings and incentive travel that further allowed and required the government to be innovative, build and encourage newer events and facilities to meet demands. Because of Macao's dependence on tourism and the negative image that may be associated with gambling, the government's tourism strategy has always attempted to steer away from casinos and gambling. Cultural assets such as festivals and events in Macao are being harnessed for touristic value (Du Cros, 2009). The government went as far as creating new major spectacular events in the hope of putting Macao's under the international spotlight, such as the 'Parade through Macao, Latin City', a fringe event of a parade through song and dance that promulgates Latin culture in Macao (Ho, 2015).

In light of global economic downturn and political factors in Mainland China affecting gaming receipts (Liu, et al., 2015), the latent reality that Macao's unique proposition as the only territory in China where gambling business is legal, as well as Macao's capability to sustain its population as a result of migration in the last few decades, the need to justify and be specific with spending as well as to allocate resources accordingly is more crucial now than ever.

The most sensible step for Macao, in which the government assumes a pivotal role in, is to adopt its 'naturally' unique proposition and available resources for positive ends, that is, to place Macao's festivals and events in the centre of a cultural festivals and events dominant tourism strategy. In fact, the Macao government hosts and co-hosts over 50 large-scale festivals and events, some of which are of major status known globally, such as the Macau Grand Prix, and others regionally, such as the Macau Food Festival, Macao International Fireworks Display, Macao Arts Festival, among others. The listing by the tourism board- Macao Government Tourist Office (MGTO) – lists over 45 items on its 'Calendar of Events' and 10 as 'Major Events'. Thus, the amount of financial resources spent on hosting and managing these events is astronomical. In the current period of austerity, particularly within the government – who is the major financer for these festivals and events – this need of focusing resources is imperative.

Given the challenges described above and the need to synergise resources, Macao should perhaps consider to develop a single event worthwhile of hallmark status to maximise benefits while streamline budgetary, promotion and organisation efforts for one instead of a multitude of festivals and events. To do this, this paper aims to identify an existing event worthwhile of a 'hallmark' status through benchmarking. The practical and managerial implications will follow along with some directions for future research.

Benchmarking

Destination benchmarking is a continuous assessment of a destination's performance against international quality standards in order to increase competitive advantage (Luštický & Bína, 2014). The benchmarking approach in travel and tourism only began in the 1990s; for

example, a comparative measurement of competitiveness between Turkey and the United Kingdom (Kozak & Rimmington, 1999), evaluation of developing wine destinations (Getz & Brown, 2006), and comparison of hotels in different Chinese provinces (Zhou, Huang, & Hsu, 2008). Benchmarking in festivals and events is novel and examples are limited.

Definitions and taxonomies of festivals and events, as extensively elaborated by one of earlier Getz's textbook on event studies (Getz, 2007) is useful but attempts made to systematically classify hallmark events – and other types of events other than immediately identifiable through its form and type – have been unsuccessful. The descriptors provided for hallmark events are best viewed as characteristics but not criteria that objectively determine whether an event is hallmark or not. This is particularly important for making informed decisions by governments and stakeholders regarding spending and investments, to the extent of justifications of 'tolerating' negative impacts caused by these events; for example, should the government 'waste' police resources to make sure Catholic processions are held in Macao, satisfying 5% of the population who practices this faith, causing widespread traffic disruptions in main streets within the central business district, businesses suffering from a long, albeit temporary halt to business?

Methods

The present study moves one step further by making more sense of these descriptors and characteristics of hallmark events. There were principally two stages in the research design. The first stage is to analyse the festivals and events through content analysis of literature in festivals and events of how hallmark events are referred to and the kind of impacts they create. This will create the benchmark criteria to be used for the subsequent analysis, specifically, the festivals and events in Macao are then used analysed based on the themes generated. For the purpose of this study, the listing by the Macao tourist board was used to identify the festivals and events. As noted by Getz (2012), research in hallmark events have lost its momentum hence key references were mainly textbooks which are dated. Therefore, through semi-structured interviews, the second stage of the research study was to authenticate the analysis of the benchmarking exercise as well as enriching the analysis with additional views from five key informants, who are professors in tourism, heritage and event management in Macao.

The interviewees were purposively sampled based on two criteria: first, the interviewee must be an academic that teach or research in courses related to events, tourism or heritage; and second, the interviewee must be well aware of Macao's tourism industry developments and destination competitiveness. Semi-structured interviews as a research method was based on its strengths; for instance, the topic in question can be investigated in more detail (King, 2004), discuss deeper meanings and feelings and spontaneous answers (Silverman, 2013) while maintaining a reasonable amount of control over the kind of questions asked.

Following email invitations, mutually agreed dates and venues were arranged where recordings were possible and privacy of the interviews were assured. The main interview questions are listed below and adaptive probes were used to encourage discussions. Although prompts were prepared, they were used only as a last resort. Each interview lasted approximately 45 minutes; all conversations were transcribed and analysed accordingly.

1. How do you think events can be measured?
2. What is the role of culture in hallmark events?
3. What makes Macao's events different from other destinations?
4. What are the economic benefits that events in Macao bring to the society?
5. Which events in Macao are popular among tourists? Why?
6. What are the impacts that events create?
7. Which is Macao's hallmark event? Why?

Because of the professional nature of the interviewees (as academics), the interviews were relatively detailed and straightforward without the need of many probes. Discussions mainly circulated two themes which conformed to the objectives of seeking further thoughts about the benchmarking exercise: first, the criteria that makes an event 'hallmark', and second, which events in Macao merit a hallmark status. The five identities of the five interviews were anonymised; they are referred to and abbreviated as 'R1' to 'R5' for Respondent 1 to Respondent 5.

Results

Five themes immersed that represented all the characteristics gauged from the literature review (Allen, et al., 2011; Getz, 1989, 2012; Getz, Andersson, & Carlsen, 2010; Getz & Page, 2016; Getz, et al., 2012; Hall, 1989, 1992; McCartney, 2010; Page & Connell, 2011; Quinn, 2013; Richards & Palmer, 2010; Ritchie, 1984; Smith, 2012). These themes were known as 'hallmark indicators' in the present study: scope, cultural attachment, economic value, destination value and impacts. For more information about the themes and sub-themes indicated below, see Hall (1989, 1992) and Ritchie (1984) for earlier definitions and discussions on hallmark events, particularly their relevance to tourism, and Getz et al (2012) for a recent synthesis of research effort in hallmark events. See also Wang, Couto & Litwin (2016) for an abridged version of a senior thesis, which is the basis of the present extension to the study. Table 1 below shows these themes grouped together with related sub-themes.

Table 1. Indicators of hallmark events

Scope	- Recurring events - Relative to the size of the host community
Cultural attachment	- Relationship with culture or tradition - Rapport with host community - Uniqueness - Professional organisation - Historical significance
Economic value	- Tourists and tourism revenue - Investment and business opportunities - Involvement from local businesses
Destination value	- Competitive advantage - International recognition - Residents' sense of local pride
Impacts	- Social-cultural impacts - Economic impacts - Environmental impacts

As noted earlier, Macao hosts over 50 different festivals and events so comparing each using these benchmarks was considered impractical. Table 2 shows the analysis of festivals and events listed on the MGTO Calendar of Events website using the five indicators generated from the literature.

Table 2. Analysis of Macao's festivals and events against the indicators of hallmark events

Festivals and Events	Scope	Cultural attachment	Economic value	Destination value	Impacts
New Year's Day					
Chinese New Year	X		X		X
Procession of Our Lord, the Good Jesus	X	X	X	X	X
Feast of the God Tou Tei	X	X			
Macao International Environmental Cooperation Forum & Exhibition	X		X		X
Easter					
Ching Ming					
Feast of Pak Tai	X	X			
Macao Arts Festival	X		X		
Labour Day			X		
International Museum Day					
A-Ma Festival	X	X	X	X	X
Procession of Our Lady of Fátima	X	X	X	X	X
Feast of Buddha's Birthday	X	X			
Tam Kung Festival	X	X			
Feast of the Drunken Dragon	X	X	X	X	X
Macao Lotus Flower Festival	X				
Macao International Dragon Boat Races/Tun Ng Festival	X	X	X		X
FIVB Volleyball World Grand Prix					
World Music Day					
Feast of Na Tcha	X	X			
Feast of Kuan Tai	X	X			
Feast of Maidens	X	X			
Feast of Hungry Ghosts	X	X			
Macao International Fireworks Display Contest	X		X	X	X
World Tourism Day					
Mid-Autumn Festival					
National Day of the PRC	X		X		X
Festival of Ancestors					
Macao International Music Festival	X			X	
Macau A-Ma Cultural & Tourism Festival	X	X	X		
Macao Golf Open	X		X	X	
Macao International Trade and Investment Fair	X		X	X	
Lusofonia Festival	X	X			X
All Souls' Day					
Macau City Fringe	X	X			
Macau Grand Prix	X	X	X	X	X
Macau Food Festival	X		X		
Parade through Macao, Latin City	X		X		
Macau International Marathon	X		X		
Feast of Immaculate Conception					
Macao SAR Establishment Day					
Christmas	X		X		X

As mentioned earlier, Macao hosts a variety of festivals and events; this is particularly a result of the length Portuguese colonisation and influence in the city, as evidenced by the number of Catholic-related festivals and feast days Macao observe; interestingly, even after the handover, the statutory public holidays of Macao include both traditionally 'Portuguese' and 'Chinese' religious festivals and cultural feast days. For instance, the large-scale street-based Catholic processions in Macao are second to none other than the Philippines in Asia (see Couto, 2014a). Another interesting festival which was left out by the MGTO listing is a traditional festival that celebrates Macao's roots to the Portuguese culture and was considered by many as the 'Macao Day' before the handover in December 1999 – the Festival of Arraial de São João. It was halted for several years but restarted after the encouragement of the government to diversify Macao's festival and event offering, and on a wider and more ambitious objective, to be in line with Macao being the platform between Lusophone countries and China (see Couto, 2014b). Other than these culturally-rooted festivities, Macao also hosts a number of commodity events, such as food, music and arts festivals, sporting events such as world-renowned motorsport racing and the FIVB Volleyball contest, as well as newer events specifically created to attract tourism, e.g. Parade through Macao, Latin City and the Macao Light Festival, which only started in 2015 and was not included in this analysis because it was only launched at the time the present research was carried out.

Based on the analysis of the authors of using these benchmark indicators against the festivals and events, the majority of the listed events meet at least two of the criteria. These events encompass a variety of types, target markets, genres and scale that they are hosted. The following meet the criteria of all five criteria:

1. Procession of Our Lord, the Good Jesus
2. A-Ma Festival
3. Procession of Our Lady of Fátima
4. Feast of the Drunken Dragon
5. Macau Grand Prix

Considering the aim of this study was to identify a hallmark event in Macao with the objective of focusing resources and investments on a single or 'couple', five festivals and events meriting this hallmark status appeared to be unjustifiable for such an ambitious and urgent objective. Upon closer examination, each of these festivals and events are spectacular in their own right, but each has their own pros and cons as hallmark events and these are summarised in Table 3 below.

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Table 3. Indicators of hallmark events

	Pros	Cons
Procession of Our Lord, the Good Jesus	• Historically significant to the Portuguese's heritage and influence in Macao • Has been celebrating for decades and one of its kind in Asia • Attracts tourism and unique destination proposition	• Low business value (e.g. sponsorship) • Undesirable disruption to local life as procession held in main city streets • Religious event may be seen as profane
A-Ma Festival	• Very significant to Macao's patron goddess and Macao's history as a fishing port • Attached to properties within the UNESCO World Heritage • High participation from local residents and tourists	• Low business value (e.g. sponsorship) • Religious event may be seen as profane • No uniqueness as similar festivals and devotion to the Goddess of A-Ma are numerous in the region
Procession of Our Lady of Fátima	• Largely similar to Procession of Our Lord, the Good Jesus but this is on a different theme. It has a tighter cultural attachment to the Portuguese because of the country's specific devotion to Our Lady of Fátima (among her many other manifestations)	
Feast of the Drunken Dragon	• Highly relevant to Macao's history of seafarers • Listed on the National Intangible Heritage List • Attracts tourism and unique destination proposition • High participation from local residents and tourists	• Low business value (e.g. sponsorship) • Undesirable disruption to local life as events held in main city streets • Religious event may be seen as profane • Significant media attention
Macau Grand Prix	• A very historical event celebrating its 63rd edition in 2016 • World-renowned • Attracts tourism and induced effects (e.g. accommodation, entertainment) • High business value	• Hostile and tough competition from the region; no unique destination proposition • No cultural attachment other than 'a westerner sport' • Undesirable disruption to local life as event held in main city streets

The common threat to all festivals and events, particularly to those of hallmark status, is the loss of authenticity. For example, the Feast of Drunken Dragon in Macao is currently at risk of losing its sensual nature of 'space' within a cultural environment as a result of over-promotion by the tourist board (see Imon, Choi, & Couto, 2015). Interestingly, one of the major strengths of an event meriting a 'hallmark' status is its unique characteristics and difficulty in replication; the situation with the Feast of Drunken Dragon is extraordinary.

Evidently, it is practically impossible for any of these five festivals and events above to be considered as 'the perfect hallmark event' because each has its own strengths and weaknesses. Catholic processions, unique as they are in Asia, do not possess a significant

cultural element that manifests the Macao identity although they are reminiscent of its Portuguese heritage. Besides, with the population of Catholics in Macao reportedly being 5% (census 1991), its continuation in the long term is also uncertain given the disruption they cause and the festivities' relevance to the local people. In terms of touristic value, continuous promotion of the event to attract mass tourism as opposed to higher quality, more 'discipline' cultural tourists, could also risk turning the religious spectacle commercial and profane.

Although significant in scope when compared to the variety of festivals and events in Macao, the A-Ma Festival is considerably smaller in scale and scope than other shortlisted events. Like other 'Chinese' or Taoist cultural festivals in Macao, such as Feast of God Tou Tei, Feast of Pak Tai and Feast of God Tam Kong, the A-Ma Festival is a community event that manifests the historical and pagan roots of the people's devotion to the gods and deities. For instance, devotees of Goddess of A-Ma were traditionally seafarers hence similar festivities are also found in other coastal ports in the region such as Fujian in China and Chinese Taiwan. Likewise, the God of Tou Tei, as the name suggests in Chinese – the God of Earth – he is usually worshipped by devotees related to agriculture.

Unlike other popular hallmark events around the world such as La Tomatina and Songrkran, the cultural festivals in Macao – in its original form or as perceived by event attendees – lack an entertainment and 'fun' perspective. Rightly so, these cultural events were originally created and practised solely to meet civic objectives: to please the gods and to manifest the community's pagan roots and cultural identity. These festivities, many of which religious in nature, are solemn and sacred. The carnivals were originally sacred and religious in nature, celebrated on the day before Lent, with lavish celebrations and plentiful feasts, to mark the beginning of holiness and abstinence leading up to Easter. The current form which the carnivals take place is completely different from its original intentions, but filled with entertainment and fun – although many considered profane – hence their success as hallmark.

The Macau Grand Prix is significant in scale and scope – it is one of the only few motorsport races that uses city streets and is the only one that hosts motorcycle, Formula 3 and touring car races. It is also an internationally known for the 'birthplace' of numerous motorsport races such as the Schumacher brothers. Besides the immediate business opportunities brought forth by the races such as sponsorship, the races also create lucrative economic benefits such as maintenance and improvement of existing infrastructure, jobs as well as induced effects in the lodging, retail, entertainment, food and beverage sectors, and so on. Although in its sixty-third year and is historically linked to Macao's uniqueness and considered pioneer in Asia to host motorsport event, this is best seen the result of a somewhat 'Portuguese' or 'western' heritage, but the races lack any form of cultural identity associated with Macao and its history. Despite demonstrating vital characteristics of a tourist hallmark event such as lucrative economic outcomes, high volume of tourist business and a major spectacle in the region, the Macao Grand Prix does not exhibit any form of cultural attachment like other hallmark counterparts around the world.

Although the benchmarking exercise concludes that none of the festivals and events in Macao qualify at the hallmark status. This could prompt the need of further refinement of the five indicators, or, it could be a problem with the benchmarking method, which seems to be rigid and inflexible. Nonetheless, the analysis conforms to the evaluation of the five expert interviewees.

Discussions

The discussions focus on two of the notions that determine hallmark events: scope of event impacts and cultural attachment. The reason of discussing significantly less of the other criteria was because these two encompass various aspects of the other benchmark criteria,

and as further discussions below will show, the two notions elaborated here play a significant role in concluding our views with regards to Macao's hallmark event.

Scope of events

The interviewees believed a hallmark event needs to be unique and has a cultural attachment to the destination in which it is hosted; additionally, hallmark events should be synonymous with the destination's image and must be well-known, that is, not just be able to be identified with a given destination, but must be a popular event. However, in the context of Macao, none of the interviewees believed Macao's events was of hallmark status. Nevertheless, they believed some festivals and events had some potential in being developed into hallmark events: Macau Grand Prix, Feast of the Drunken Dragon, Lusofonia Festival and Feast of Pak Tai. As shown in Table 4, two of the four events, specifically, the Macau Grand Prix and the Feast of the Drunken Dragon, suggested by the interviews matched the benchmarking exercise but the other two, specifically, Lusofonia Festival and Feast of Pak Tai, were not considered 'hallmark enough' by the benchmarks on the grounds of lacking economic and destination value as well as minimal impacts comparatively to other events in Macao.

Table 4. Shortlisted potential hallmark events by benchmarking and interviews

By benchmarking	By interviewees
• Macau Grand Prix	• Macau Grand Prix
• Feast of the Drunken Dragon	• Feast of the Drunken Dragon
• Procession of Our Lord, the Good Jesus	• Lusofonia Festival
• A-Ma Festival	• Feast of Pak Tai
• Procession of Our Lady of Fátima	

The two Catholic processions shortlisted by the benchmarking exercise were not mentioned by the interviewees at all. A prompt was made, and one of the interviewees believed "they are not the combination of Chinese and Portuguese culture in Macao… [they are also] very small scale and they're too religious" (R2). R3's response articulated further, "[processions] are too small. Because the city is too small to hold large scale events at one time, religious processions are hard to be developed as hallmark events because of limited space. However, the Macau Grand Prix is possible as it is large scale and lasts for several days; the total number of tourists generated is also more".

All interviewees believed that hallmark events have to be recurring which is in accordance to the literature, but R3 believed hallmark events can be one-offs by giving an example to explain further, "Like a particular opera house opening or the finishing of the construction [of a landmark]. For example, the Shanghai Opera House [opening]. It was a big hallmark event, but it only happens once. It could be very big scale and it depends on how the organisers want to shape it". However, this view is not how the reviewed literature typically defines hallmark events and one-off events are difficult to bring significant long-term benefits to the destination.

Interviewees were also aware that the size of events is futile as a distinctive criteria for hallmark events because the size of the event is only relative to the destination in which the event is hosted. The total area of Macao is mere 22 km^2 and all large scale public events are held on city streets, which are typically narrow and winding, characteristics of Portuguese old town streets built not for motor vehicles. Instead, the academics preferred to use scope of impacts events create to determine whether an event is significant enough.

Hallmark events need to demonstrate its destination competitiveness and unique proposition to attract visitors; likewise, hallmark events need to manifest the destination's culture to

visitors. Hence, tourism plays a significant role in hallmark events. R5 believed that "hallmark events should attract people from different parts of the world", which is enforced by R2's view "[a hallmark] needs to be able to attract people from outside of the destination". In other words, hallmark events cannot be community based or attract only attendees from the same culture and within the same country in which the event is hosted.

Cultural attachment

All respondents unanimously believed that cultural attachment is critical in hallmark events. R2 emphasised "the identity of a city has to be related to sort of culture. We are talking about the image. To that extent, culture is vital, is critical in developing hallmark events. R4 believed "culture is the soul of the events and they demonstrate local culture of the hosting community… they let people remember the traditions and customs". Relating these views back to the shortlisted events by both the benchmarking exercise and the interviews, none of these festivals and events represent Macao's culture accurately.

In fact, the culture – and notions like cultural identity of Macao – is contested (Cheng, 1999). Historically, Macao has always been part of China until in the 1550s the Portuguese formally established power in Macao as a trading port until the late 90s when the sovereignty was handed back to China. Throughout these centuries of Portuguese influence and occupation, many world cultures, mostly from the Lusophone countries, settled in Macao making it one of Asia's most diverse, multicultural destination of strong European influence. Since the handover in 1999, Macao underwent unprecedented economic prosperity, attracting many immigrants. Thus, considering the population of Macao as reported by the last census (DSEC, 2012) as 550,000 with 59.1% born outside of Macao, most of which from Mainland China, followed by Hong Kong, the Philippines, Vietnam, Indonesia and other countries, the cultural identity of Macao would naturally be Chinese. Indeed, the ethnicity of Macao stands at 92.4% of the population were Chinese while those of pure and mixed ethnicity of Portuguese were less than 2%.

Demographically – and politically – Macao is in every aspect Chinese. However, considering its colonial history and heritage as well as the influence by the Portuguese and many other cultures, Macao's culture is distinctive; therefore one should not consider Macao's culture as Chinese. Furthermore, historically, Macao has always been a harmonious society but the Portuguese and Chinese had their different ways of life. Hence, there is no festival nor event that falls within this category as there was not an occasion to celebrate this harmony together. Predominantly 'Chinese' or 'Portuguese' festivals and events are available but none of which merit a true cultural attachment to Macao.

The interviewees recommended Chinese festivals as potentially 'hallmark', such as Feast of the Drunken Dragon and Feast of Pak Tai. Likewise, the benchmark exercise also shows the potential of the Feast of the Drunken Dragon viable. These views are in line with Macao being 'mostly Chinese' – in fact, the festival is inscribed onto the China's national list of intangible heritage – but as the brief preamble above shows, the culture of Macao cannot be generally referred as Chinese. From cultural attachment, the interviewees turned to historical significance of events as a cultural manifestation to Macao's culture. For instance, R4 believed that the Macau Grand Prix with its origins of Portuguese influences is well-suited to manifest the unique cultural proposition of Macao, "I think if we can associate this competition with cultural story or historical story, a lot of people will be interested in it".

Conclusions

So, what is Macao's hallmark event? The short answer is none. As seen in the benchmarking exercise, none of the festivals and events in Macao truly merit the definition – or criteria – of a hallmark event. The closest the exercise reached was either the Feast of Drunken Dragon

or the Macau Grand Prix. However, each has its strengths and shortcomings; for instance, the Feast of Drunken Dragon is culturally rich and relevant but has low economic and destination value while the Macau Grand Prix has high prestige and economic value but low cultural attachment to Macao. These are generally supported by the views of the interviewees.

The benchmarking technique has its own merits but appears to be overly simplistic. Of course, further measures could be used to ensure the benchmarks are more sophisticated, for example, more stringent and even quantifiable measures. However, this may not be ideal for the case of events as they are so diverse and as the discussion above point out, certain aspects of events, such as impacts they create, are relative to the community in which the events are being hosted. Therefore, it would not be plausible to have an overall strict set of benchmarks. Besides, the limitation of the literature – both in terms of the effort of the review for the present study as well as availability of the literature on the subject anyway. The search of hallmark indicators saturates rather quickly as the literature point to similar set of characteristics by seminal literature (Hall, 1989; Ritchie, 1984). The research design built in semi-structured interviews for expert opinions further narrow down these hallmark characteristics into events which must be of scale and of cultural attachment, in addition to the criteria of attracting tourism.

Considering the aim of this study was to identify the Macao's hallmark event to streamline and focus effort, particularly in economic resources during the current austerity, the conclusion is somewhat discouraging. The search for hallmark events in Macao has been problematized, we argue, at the expense of the overall loose nature of how hallmark events are defined. In addition, the need of 'meeting' all criteria for an event to be hallmark, therefore justifying resources allocation, is arduous and almost inconceivable. On the one hand, events showing the kind of unique propositions merit its status as 'hallmark', specifically, being significant in scope, possess substantial destination and economic value, as well as culturally rooted and attached to the destinations in which they are hosting. On the other, many hallmark events are being replicated, commodified and their original meaning changed, we wonder if these criteria are all important as long as events become magnet for tourism. Certainly, tourism plays a vital role in economies around the world; as destinations are moving away from the mass tourism 'curse', hosting culturally rich and authentic hallmark events attract more quality tourists who cause less problems and bring benefits.

In the case of Macao, there seems to be a lack of an event management strategy incorporated within the city's tourism plan, and at a wider context, economic plan. The government hosts and sponsors a number of the festivals and events as discussed earlier. The argument we present in the present study is whether the government should be doing this or focus efforts in a single or a few of events which are more significant. Clearly, Macao's festivals and events are hardly hallmark but a few from the list are worthwhile to be developed further.

From the interviews, R1 and R4 suggested the bundling of events (see Xu, Wong, & Tan, 2016). In simple terms, events are strategic placed close to each other in terms of when the event is hosted (and in Macao's case, spatially, events are always close enough as the city is merely 22 km^2 in size). The main benefit is to create competitive advantage in terms of tourist product offering.

The authors suggest the government to adopt a series of 'signature events' strategy incorporated within the wider tourism and economic strategies of Macao. Rather than diminishing promotion and economic resources on a multitude of events, the government should position a selection of significant festivals and events which are themed to the cultural and heritage context of Macao to attract quality tourists and maintain Macao's unique harmony as well as spaced throughout the year to counter seasonality problems. Such

thinking is largely in line with the idea of 'eventful cities', to harness a destination's innate resources (Richards & Palmer, 2010, p. 2). The emphasis is to focus on a strategy that makes Macao eventful by using the available resources, such as the diversity and multicultural nature of Macao, to encourage creativity and mixed economy of events.

The festivals and events shortlisted in Table 4 is a good start. For example, positioning Macao as Asian's capital of cultural diversity, incorporating the variety of festivals and events with the existing UNESCO World Heritage listed properties which range from Chinese to pre-dominantly Portuguese, from Taoist to Catholic ones, from religious to motorsport races. Other festivals and events should be secondary in terms of resources allocation and supplement the primary ones discussed above. This way, a clearer strategy is in place, better resources allocation, and at the same time, more apparent direction for protecting and safeguarding the heritage and community values of Macao.

The latent threat of Macao's losing its monopolistic gambling rights in China, and thus significantly impacting tourist receipts and economic stability could be diminished by relying more on the innate cultural resources instead. In time, Macao's destination image also moves further away from the 'Las Vegas of Asia' to one of Asian's premier cultural capitals. This study contribute to our understanding of using benchmarking in events by articulating further the discussions on create Macao into an eventful city and implications to Macao's future. The conclusions and implications drawn can be applied on other postcolonial destinations heavily dependent on tourism and rich in cultural diversity and heritage.

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The Effect of Macau Undergraduate Students' Part-Time Work Involvement on Leisure Pattern and Life Satisfaction

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Abstract

Considering the effect of Macau's unique tourism-driven economic structure on its residents and acknowledging the importance of understanding undergraduate students' lives, the present study explores the unique way part-time work involvement affects Macau local undergraduate students' leisure pattern and life satisfaction. Data collected from 213 undergraduate students from Macau are used for the analyses. The results show that leisure time, except for time for online and family-related activities, is perceived as significantly less sufficient by students with part-time work experience than those without. While part-timers have lower life satisfaction originating from their study-leisure patterns, the results also show a slight positive contribution of part-time work in determining overall life satisfaction. The study calls for society to assist Macau's undergraduate students to balance part-time work with other leisure activities so that their leisure lives can contribute to better life satisfaction.

Introduction

Macau's unique economic structure, which is driven by the tourism industry, and its effects have recently been an academic focus. According to the Government of Macao Special Administrative Region Statistics and Census Service (2013), tourism-related industries accounted for more than 60% of Macau's GDP in 2012, led by gaming (45.9%) and followed by hotels and restaurants (7.8%) and wholesale and retail (7.7%). Accordingly, most academic inquiries in this region focus more on the attitudes and behaviors of the tourists from outside the region rather than the local leisure lives of the residents. One of the few studies focusing on the locals' leisure lives include Vong's (2005) study on the leisure satisfaction of Macau's residents. Although recreational spaces in Macau have also been reported in a few manuscripts (e.g., Vong, Lam & Singh 2009), few academic approaches can be found on this subject. The foci of such examinations have mostly been about the residents' attitudes towards the tourism industry (Harrill et al. 2011; Zhou, Lu & Yoo 2013) or residents as the human resources of the local tourism industry (e.g., Chan & Kuok 2011).

The importance of examining leisure behaviors among undergraduate students has been acknowledged based on the notion that undergraduate students' time usage patterns significantly affect their lives after graduation (Beggs & Elkins 2010). It is also crucial, considering the social impact of students' leisure participation. Furthermore, undergraduate students in Macau show unique life patterns because of Macau's tourism-driven industrial structure. Despite such importance and uniqueness, research about Macau undergraduate students' lives and their involvement in the tourism and leisure industries has been scarce.

Acknowledging such uniqueness of regional characteristics and the importance of understanding undergraduate students' time usage patterns, the present study highlights

Macau's undergraduate students and focuses on how their part-time work involvement is affected by individual and social conditions. These conditions include their perception of time, work-life balance, and the social conditions supporting their part-time work. Difference in leisure patterns, satisfaction with part-time work, and the perceived satisfaction with life originating from leisure and part-time work involvement are also examined in this study.

Literature Review

Macau Students' Leisure and Lives

One of the few studies which illustrated Macau students' leisure patterns is Chao's (2013) thesis focusing on the high school students in this region. According to Chao (Ibid.), the effects of gender and class level were highlighted in determining leisure satisfaction and participation. Significant associations of leisure satisfaction and subjective well-being were also found from the study. Meanwhile, the study illustrated that the preference of Macau high school students' leisure activities was affected by the local leisure infrastructures, sports and art events and related policy set by the Macau government. Watching movies, travelling, playing sports and attending concerts were prevalent types of leisure activities among a large number of Macau's high school students.

Macau Undergraduate Students' Participation in Part-Time Work

According to research conducted by the General Association of Chinese Students of Macau (2006), most undergraduate students with part-time work were mainly focusing on the financial benefits of the work, and one of the most important considerations in their part-time work involvement was managing time conflicts between their part-time work and class schedule. However, they seldom thought about whether the characteristics of their part-time work were related to their major in college or if work would benefit their further career development. Furthermore, some full-time undergraduate students even spent more time and energy on their part-time work, but they did not focus on their study enough. In reality, they became part-time students and full-time workers. Meanwhile, this study also indicates that Macau undergraduate students' part-time work participation has encroached on other types of leisure time spending—especially spending time with family and friends.

Work-Life Balance and Life Satisfaction

Balancing work and life has been a critical issue for workers and students across different countries and cultures. The perceptions, actual behavioral patterns, and their effect on lives have been examined with demographic groups with specific occupations (Kawase et al. 2013) and life cycle (Stone & O'Shea 2013). Part-time work for undergraduate students has especially been an important topic because such work involvement affects their university lifestyle (Robotham 2012; Sadler 2011), and it is an important variable predicting their academic performance (Richardson, Evans & Gbadamosi 2013). Especially for the students majoring in hospitality and tourism, part-time work involvement during the undergraduate school years has been highlighted because of relatively extensive job opportunities in this industry and the educational benefit that can be accrued through such experiences (Barron & Anastasiadou 2009).

Life satisfaction (LS) has been generally understood as the subjective perception of meeting one's life standards. Many studies approach it from the notion of the 'gap' between one's ideal life (the life they wish to have) and their current way of life. When there is less of a gap, the life satisfaction level becomes higher. Some scholars do not support the former and focus more on the general feelings of well-being, pleasure, and prosperity individuals feel in their lives.

Subjective well-being, happiness, and life satisfaction have not been conceptually differentiated from each other very strictly. Subjective well-being (Diener, Lucas & Oishi 2002; Diener et al. 2009, 2010), quality of life (Cummins 1997), and satisfaction with life (Diener et al. 1985; Pavot & Diener 1993, 2008) have been often conceptualized and operationalized to measure this realm. The scale has been applied to different contexts and countries such as the Netherlands (Arrindell, Heesink & Feij 1999) and Norway (Clench-Aas et al. 2011).

Students' life satisfaction studies mainly target children and adolescents. A related scale has been developed by Huebner (1991), and the scale has been further developed into the Multidimensional Students' Life Satisfaction Scale (Huebner 1994) with several instances of validation. Huebner et al. (1998) focused on the satisfaction with their school life, self, family, friends, and living environment in measuring students' life satisfaction. The 40-item scale with extended dimensions has been shortened to the Brief Multidimensional Students' Life Satisfaction Scale (BMSLSS, Seligson, Huebner & Valois 2003), and it was tested to capture an important component of students' positive Psychological Well-Being (PWB, Huebner, Suldo & Valois 2003; Huebner et al. 2005).

Methodology

The purpose of the current study was to focus on Macau's undergraduate students; thus, an online survey was distributed to the students in Macau. As the survey was long, participation required a certain level of commitment and responsibility. Instead of random email invitations, a semi-snowball sampling was adopted in order to collect more reliable responses. The entire set of questions was developed based on previous studies and modified to fit with Macau's context and to additionally focus on measuring the perceptions and behaviors associated with part-time work. The initially developed questions covering the scope of leisure were combined, shortened, and modified to fit with the Macau university students' context. For example, items such as gardening were deleted because, in the context of Macau, gardening is not considered an important example of leisure activity.

The online survey was offered both in English and in Traditional Chinese. Initial Chinese translations which have been used in previous studies and official translation posted on the website of the scale developer (e.g., Diener 2014) were used for reference while two different versions of Chinese translations were additionally conducted. More than three different translations were compared and discussed among the bilinguals of Chinese and English, and the best selection of Chinese translation was used in the questionnaire. Before launching the survey, the bilingual questionnaire and its online setting were pretested with experts in tourism and leisure and students majoring in this field, 77 in total, and additional comments were accepted to come up with the final bilingual version of the questionnaire. Pretested data were not used for the final analysis. The final online survey was conducted in March 2014.

Measurement

Part-Time Work Experience. Expecting that students who work part-time or those who have prior part-time work experience would have different work-life balance and different leisure patterns from those without the experience, part-time work experience was asked. Those with experience were asked additional questions about satisfaction with their part-time work and its contribution to their lives.

Perceived Leisure Condition. In measuring this domain, students' perceptions of part-time work involvement and leisure involvement and their perceived social support to the involvement were asked. Items included questions asking if they perceive that leisure activities and part-time work should be prioritized. In addition, two questions asking their perceptions about the societal support of part-time work involvement were included. Students

were asked if Macau society and the institutions where they study encourage students to work part-time.

Leisure Type / Leisure Behaviors*.* In contrast to the time usage patterns of workers and other non-students, students' time usage patterns are usually dominated by their class schedules and academic calendars. Therefore, the present study relied on Yang et al.'s (2011) classification, which was developed based on Robinson and Godbey's work (1999) and modified to fit with the Chinese students' context, in understanding the leisure time usage pattern of the undergraduate students in Macau. Among other extant literature, their study provides a framework that best fits with the Macau students' context and reflects Chinese culture and students in a similar age group. The inventory was modified after pre-testing the questions with selected undergraduate students in Macau. Feedback also was received concerning if the inventory of leisure activities fits with Macau's social context. A few unnecessary items were removed during this stage in order to simplify the entire questionnaire as much as possible.

Satisfaction with Part-Time Work and Life*.* Part-time work was identified in this study as a type of activity that students do during their free time (i.e., leisure time). Eleven selected items from with Beard and Ragheb's (1980) battery measuring leisure satisfaction were modified to fit with the context of part-time work. In measuring life satisfaction, five items were selected from the Students' Satisfaction with Life Scale (Huebner, Suldo & Valois 2003) and the Satisfaction with Life Scale (Diener 2014; Diener et al. 1985). The contribution of part-time work in their life satisfaction was also measured with three additional items by modifying the life satisfaction items. All the questions were asked on a 5-point Likert scale ranging from 1=strongly disagree to 5=strongly agree.

Sample

In the online survey 323 attempts were made. Among them, responses with systematic missing values were deleted listwise; such missing values occurred because the respondents dropped the survey, and listwise deletion was deemed better than filling in the missing values. Among the 9376 cases with 32 Likert-type items of 293 respondents, 238 missing cases (2.5% of the total cases) were found in the leisure motivation scale. As the leisure motivation scale is an established scale, such missing values were replaced with the mean scores of the other variables within the pre-set dimension of leisure motivation. No missing values other than the leisure motivation and demographic variables were found because the online survey systematically validated the input of data while the surveys were being conducted. As a result, 293 complete questions were identified, with 3 responses without demographic information being provided. Students who identified themselves as not studying in Macau and local graduate students were further excluded. Among the set of data with 221 respondents who identified themselves from and currently studying in Macau, 142 (64.3%) students were currently working part-time; Among the 79 (35.7%) students who were not working part-time, 8 (3.6%) students recently worked part-time, and the remaining 71 (32.1%) students never had a part-time work experience. For a clear contrast of the students who do and do not work part-time, those with previous part-time work experience were excluded for the analysis. Finally, 213 responses were used for the final data analyses. The demographic profile of the sample is presented in Table 1.

Table 1: Demographic Profile of the Sample (n=213)

Class Level	Number (%)
Year 1 Student	31 (14.6)
Year 2 Student	135 (63.4)
Year 3 Student	25 (11.7)
Year 4 Student	22 (10.3)
Gender	
Male	70 (32.9)
Female	143 (67.1)
School	No. of Respondents (%)
Institute for Tourism Studies	73 (34.3)
University of Macau	65 (30.5)
Macao Polytechnic Institute	34 (16.0)
Macau University of Science and Technology	27 (12.7)
University of St. Joseph	6 (2.8)
Kiang Wu Nursing College of Macau	8 (3.8)
Region of Origin	
From Macau	213 (100)
Major	
Related to Tourism	77 (36.2)
Not related to Tourism	136 (63.8)

Analyses

Two-sample t-tests were used in comparing leisure patterns and their outcomes across two samples with and without part-time work experience.

Results

Leisure Behaviors of Students With and Without Part-Time Work Experience

Compared with the students without part-time work experience, students working part-time perceived that they did not have enough time for leisure activities; on the other hand, they perceived that they were spending relatively sufficient time for part-time work to earn money. A significant difference in the perceived sufficiency in leisure time spending was found across the two groups in most items. Although the perceived amount of time spent for studying related to coursework was not different across the two groups, they showed difference in the perceived sufficiency of time for other intellectual activities such as pleasurable reading. Working part-time also was associated with less involvement with socializing activities with friends, physical activities, and being involved with hobbies. There was insignificant difference in the time spent online (e.g., web surfing, playing computer/smartphone games, and using social networking service) and some family activities (e.g., going out to eat with family and talking with family). The results may indicate that online activities, which can be engaged in without time commitment for a designated period of time, can be easily involved in, and part-time work may not be the source of constraints for online activities. Also, the results show students' tendency not to sacrifice time for family because of their part-time work involvement, which implies their tendency to value family (Table 2).

Table 2: Difference in Macau Undergraduate Students' Leisure Behavior by Part-Time Work Experience

	Part-Time Work Experience		t	df	p
	Yes (n=142)	No (n=71)			
Studying (related to coursework at school)	3.08	3.31	-1.741	128.02	.084
Studying (not related to coursework at school)	2.87	3.14	-2.136	211	.034
Reading for pleasure (reading books, reading online news)	3.03	3.38	-2.848	211	.005
Involving in student organizational activities	2.76	3.21	-3.587	211	.000
Working part-time for personal career development	2.91	3.01	-.827	211	.409
Working part-time to earn money	3.29	2.85	3.265	211	.001
Working part-time to relax and enjoy	2.73	2.69	.239	211	.812
Housework (e.g., cleaning house, washing clothes, cooking)	2.68	3.27	-4.688	211	.000
Personal care (e.g., sleeping, relaxing, visiting a doctor)	2.76	3.31	-4.173	211	.000
Hanging out with friends	2.77	3.15	-2.931	211	.004
Attending parties	2.59	2.93	-2.458	211	.015
Watching TV / movies / dramas at home	2.94	3.48	-3.993	211	.000
Web surfing	3.47	3.55	-.617	115.24	.538
Playing computer / smartphone games	3.52	3.58	-.441	211	.659
Uploading pictures and postings on online social networking services (e.g., Weibo, Facebook)	3.40	3.54	-1.107	211	.269
Online shopping	2.82	3.15	-2.447	211	.015
Doing physical activities (e.g., playing sports, going for a walk, jogging, playing football, dancing, exercising)	2.61	3.14	-3.540	211	.000
Playing music / singing	2.78	2.93	-1.013	211	.312
Visiting museums / exhibition centers	2.29	2.66	-2.509	114.82	.014
Doing religious activities (e.g., Visiting temples and/or churches)	2.30	2.73	-3.015	211	.003
Talking with friends online (e.g., using WeChat, text messaging)	3.73	3.75	-.112	211	.911
Visiting tourist attractions	2.56	2.94	-2.997	211	.003
Going out to eat with family	2.90	3.17	-1.879	211	.062
Talking with family at home	2.84	3.30	-3.467	211	.001
Go shopping / window shopping	2. 91	3.23	-2.502	211	.013
Hobbies (e.g., scrapbooking, collecting stamps)	2.87	3.21	-2.474	211	.014

Difference in Perceived Leisure Condition

The results showed that Macau local students with part-time work experience tend to prioritize part-time work especially for monetary purposes. It implies that the respondents with part-time work experience perceived the necessity to work to earn money more strongly than the other group without the experience (t=3.785, p<.001). Such a result is consistent with the study conducted by the General Association of Chinese Students of Macau (2006), where financial benefit was the main concern to Macau undergraduate students' part-time work involvement.

On the other hand, no significant difference in the perception of the necessity and prioritization of leisure involvement, as well as the perception of the social and interpersonal support in part-time work involvement, was found across the two groups. Such results indicate that part-time work involvement originates from personal-level necessity, not from the difference in the interpersonal- and societal-level support. No other differences in perceived leisure condition were found from the sample (Table 3).

Table 3: Macau Undergraduate Students' Perception of Leisure Condition

	Part-Time Work Experience		t	df	p
	Yes	No			
I engage in leisure activities even when I am busy.	3.21	3.17	.363	160.79	.717
I give my leisure high priority among other activities.	3.18	3.15	.191	211	.849
I engage in part-time work even when I am busy.	3.06	2.58	3.586	126.68	.000
I give my part-time job high priority among other activities.	2.86	2.75	.803	211	.423
Macau society encourages college students to have part-time jobs.	3.35	3.30	.464	211	.643
My college/university encourages students to have part-time jobs.	2.94	2.96	-.103	211	.918
I feel I need to work part time to earn more money.	3.70	3.27	3.059	211	.003

Difference in Life Satisfaction

Students without part-time work experience were shown to have significantly higher life satisfaction due to leisure involvement (Table 4). Students perceived that part-time work did not contribute to their physical fitness. Also, part-time work was not perceived as a time for relaxation among the respondents. Overall, part-time work satisfaction shows that students did not seem to take the part-time work as an opportunity for refreshment from schoolwork. Instead, students took the work as the occasion to be exposed to and to learn new things and meet new people. The data also showed a slight contribution of part-time work on overall life satisfaction. When asking students life satisfaction originating from part-time work, they showed slightly positive reactions with the average values slightly exceeding the neutral value of 3 (Table 5).

Table 4: Life Satisfaction Originating from Leisure Involvement

	Part-Time Work Experience		t	df	p
	Yes	No			
Because of my leisure involvement, my life is going well.	3.35	3.65	-2.567	211	.011
Because of my leisure involvement, my life is better than most students.	3.06	3.38	-2.603	127.93	.010
Because of my leisure involvement, the conditions of my life are excellent.	3.20	3.51	-2.579	211	.011
Because of my leisure involvement, I am satisfied with my life.	3.20	3.46	-1.887	121.67	.062
Because of my leisure involvement, in most ways my life is close to my ideal.	3.09	3.42	-2.709	211	.007

Table 5: Satisfaction with Part-Time Work and Life Satisfaction Originating from Part-Time Work

	Mean	Standard Deviation
My part-time job gives me a sense of accomplishment.	3.31	.809
I use many different skills and abilities in my part-time job.	3.46	.759
My part-time job increases my knowledge about things around me.	3.62	.797
My part-time job provides opportunities to try new things.	3.65	.726
My part-time job helps me to learn about myself.	3.43	.757
My part-time job helps me to learn about other people.	3.55	.759
My part-time job has helped me to develop close relationships with other people.	3.35	.799
The people I meet in my part-time job are friendly.	3.32	.894
My part-time job helps relieve stress.	2.74	.856
I engage in part-time job simply because I like doing them.	2.89	.905
My part-time job helps me to stay healthy.	2.75	.837
Because of my part-time job involvement, my life is better than most students.	3.11	.764
Because of my part-time job involvement, the conditions of my life are excellent.	3.13	.841
Because of my part-time job involvement, I am satisfied with my life.	3.20	.821

Conclusion

Part-time work is common and an important part of Macau's undergraduate students' lives. The uniqueness of Macau's industry structure additionally calls for attention to understanding it. Despite its importance, few studies have to date examined the effect of part-time work experience of Macau's students.

The results from the present study show that part-time work involvement is associated with perceived insufficiency of time for leisure activities, with the exception of online and family-related activities, among Macau's undergraduate students. Students involved with part-time work also had lower life satisfaction originating from leisure behaviors. Therefore, it can be assumed that part-timers tend to perceive, in their everyday life, that they are sacrificing their time because of the work they are involved in. Although the work did not contribute to the perceived refreshment, relaxation, or physical fitness among the part-timers, work involvement seems to be perceived as intellectually and socially stimulating. The results show that the main reason for part-time involvement is because of the monetary issue rather than career development or refreshment in their lives. The result is consistent not only with the previous study on Macau's undergraduate students (General Association of Chinese Students of Macau 2006), but also the notion accumulated from studies conducted in other regions that students' part-time work is driven by monetary motivations both from the employers and from the employees (Eberhardt & Moser 2011; Sadler 2011).

Meanwhile, although the main motivation for most part-timers is monetary, the part-time work appears to be helpful for them to meet new friends and to establish better networking with fellow colleagues from the industry. In particular, for those who work part-time in the hospitality and tourism industry, such working experience helps to build up their careers, which may lead to better job appointments after their graduation. However, no matter whether or not a student works part-time, most of Macau's undergraduate students considered time spent with family and friends as an essential element of their leisure time spending.

Although the study focused on the context of Macau, the attitudes that part-timers have on leisure and the role of the work on leisure patterns and their lives may have implications on undergraduate students' lifestyles in other cultures. Although the present study provided

snapshots of Macau's undergraduate students, future studies, especially qualitative examination, need to be required to further examine the effect that the students' work-life patterns have on their leisure and lives.

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ATLAS members

September 2016
At the moment ATLAS has 212 members in 63 countries.

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FH Joanneum GmbH
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Politecnico Milan
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Università della Calabria
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University of Salento

Kazakhstan
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N.Gumilev
Kazakh Ablai khan University of Int. Relations
and World Languages

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Kisii University College
Moi University

Latvia
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Macedonia
University "St. Kliment Ohridski"

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EEC-ITIS Malta Tourism and Languages
Institute
Institution of Tourism Studies
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RC50 (Research Committee International
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Stenden University of applied science
Wageningen University
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Poznan
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Management

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Ins. Sup. Ciências Empr. Turismo (ISCET)
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Rwanda
Rwanda Ecotours Agency
Rwanda Tourism University College

São Tomé e Principe
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Serbia
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The College of Hotel Management Belgrade

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Faculty of Commercial and Business Sciences Celje Slovenia

South Africa
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UNISA (University of South Africa)
University of Johannesburg
University of KwaZulu-Natal
University of Pretoria

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EUTDH (Escola Universitària de Turisme i Direcció Hotelera UAB)
Ostelea School of Tourism & Hospitality
School of Tourism and Hospitality Management – Sant Ignasi
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Universidad de Las Palmas de Gran Canaria (ULPGC)
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Cesar Ritz Colleges
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University of Geneva

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College of African Wildlife Management, Mweka
Open University of Tanzania
The Professional Tourguide School

Thailand
Kasetsart University
Mahidol University International College

Turkey
Akdeniz University Tourism Faculty
Batman University School of Tourism and Hotel Management
Bilkent University
Eastern Mediterranean University
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Uganda
Jimmy Sekasi Institute of Catering
Makerere University
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Emirates Academy of Hospitality Management
Middlesex University Dubai
Skyline University College
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Cardiff Metropolitan University
Coventry University
Leeds Beckett University
Liverpool John Moores University
London Metropolitan University
Napier University Edinburgh
Nottingham Trent University
Plymouth University
Queen Margaret University College
Sheffield Hallam University

Swansea Metropolitan University
TRAM - Tourism Research and Marketing
University College Birmingham
University of Brighton
University of Chester
University of Derby Buxton
University of East London
University of Gloucestershire
University of Greenwich
University of Hertfordshire

University of Lincoln
University of Sheffield
University of Surrey
University of Westminster

United States of America
Clemson University
Northumbria University

ATLAS Events

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

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-Sahara Africa, also recently published in Novelli, M., (2016) Tourism and Development in sub-Sahara 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.

For more information please visit the ATLAS homepage at:
www.atlas-euro.org

ATLAS Latin Americas Conference 2017
Tourism and Creativity:
New Opportunities for Developing Latin America
5-7 June, 2017
Recife, Brasil

The theme of the 1st ATLAS Americas Conference, which will be held from Monday 5th to Wednesday 7th June, 2017, at Universidade Federal de Pernambuco - UFPE, Recife/Brazil, focuses on **Tourism and Creativity: New Opportunities for Developing Latin America**. The theme selection for this conference corroborates with the emergence and significant global growth of the creative industry. Despite the effects of the world economic crisis, which started to decrease in the last couple of years, the "creative trend" worldwide has generated about US$ 8 trillion a year, with annual growth between 7 and 15%. According to the Untact/UNWTO, areas such as culture, entertainment, publicity, games, and tourism represent the core elements that hold those numbers. In Brazil, the creative GDP advanced nearly 70% in the last 10 years. Notwithstanding, tourism industry in Latin America is expected to decline by 0.5% in 2016, according to the WTM.

Within this scenario, this International Conference, therefore, challenges academic researchers, entrepreneurs, policy makers, destination management experts, practitioners, and representatives from destination marketing organizations, governmental and non-governmental organizations on an international platform to think and discuss how these links between creativity and tourism could be strengthened, generating steady growth to new and existing Latin American tourism destinations.

The conference will cover a range of sub themes but not limited to:
- Destination promotion and the co-creation of experiences
- Creativity and sustainability in the formulation, implementation and evaluation of tourism policies
- Managing creative destinations under social, political and economic crisis
- Cultural and creative resources as a factor of destination competitiveness
- Creativity and innovation in the development of tourism products
- Creative cities as moving forces of the tourism industry
- The emergence of creative and innovative educational tools for the tourism industry
- The role of tourism stakeholders within the creative economy

For more information please visit the ATLAS homepage at:
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ATLAS Africa Conference 2017
Africa's Tourism and Travel Competitiveness:
Opportunities and challenges
Eldoret, Kenya
7-9 June, 2017

The theme of the 10th ATLAS Africa conference, which will be held between Wednesday 7th and Friday 9th June, 2017 at Moi University, Kenya focuses on Africa's Tourism and Travel Competitiveness: Opportunities and challenges. The theme was selected on the premise that despite exponential growth of tourism in terms of earnings and visitor numbers, Africa still trails other continents in terms of tourist arrivals and receipts. For example according to the UNWTO, Africa had a market share of only 5% of the international tourist arrivals in the year 2015. Key challenges identified include, among others, the continent's competitiveness. A destination's competitiveness is a complex and multifaceted concept encompassing economic, social, political, natural and cultural aspects.

This International Conference therefore aims at bringing together researchers, academicians, policy makers, destination management experts, practitioners, and representatives from destination marketing organizations, governmental and non-governmental organizations on an international platform to discuss various opportunities and challenges with respect to Africa's tourism and travel competitiveness in relation to other world tourism regions.

The conference will cover a range of sub themes but not limited to:
- Tourism and price competitiveness
- Tourism supply and demand conditions
- Tourism value chain and destination competitiveness
- Destination appeal and tourists experiences
- Destination policy planning and management
- Emerging policy issues and destination competitiveness
- Tourism training and education
- Tourism, safety and security
- Crisis management in tourism
- Resilience in tourism destinations
- Tourism, health and hygiene
- Tourism and transport/accessibility
- Tourism and ICT
- Natural resources and destination competitiveness
- Cultural and creative resources and destination competitiveness
- Globalization challenges and opportunities for tourism
- Tourism and governance
- Innovation and creativity in tourism product development
- International collaborations/trans-boundary policies and practices and tourism development
- Human resources issues in tourism

ATLAS Annual Conference 2017
Destinations past, present and future
Viana do Castelo, Portugal
12-16 September, 2017

The way in which places are being transformed by tourism was the subject of a recent ATLAS publication (Russo and Richards, 2016), which described how destinations are increasingly produced, consumed and negotiated between tourists and actors kin the places they visit. These trends link to wider debates about the production of space and place, and the rise of new localities in a globalizing world. Destinations increasingly need to deal with the rise of new tourist spaces, changes in the tourism distribution chain and growing competition from other destinations.

These changes suggest an increasingly uncertain future for destinations worldwide. Where will tourists go next? Which new intermediaries will emerge? How will tourists arrange their travel in future? What kind of experiences will be in vogue, and how will these impact on the destinations themselves?

This conference seeks to develop new perspectives not only on the challenges affecting the future of destinations worldwide, but also on strategies, practices and policies to sustain and /or develop the competitiveness of tourist destinations. The aim is to exchange and discuss ideas on critical areas of the development and management of tourist destinations in such a challenging context by tourism professionals and academics.

Abstracts for presentations would be invited on the following themes:
- New tourism spaces and places
- Emerging tourism niches
- The role of new technologies in destination development
- Branding and destination image
- Events as destination drivers
- Experiences in destinations – destinations as experiences
- Governance and destination 'regimes'
- Destination innovation
- Management of destinations
- Marketing challenges for destinations
- Planning for the future
- Sustainability issues in destination development
- Tourism product development
- Trends and tourist behaviour

For more information please visit the ATLAS homepage at:
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ATLAS Special Interest Groups Reports

The current SIGs are:
− Cultural Tourism
− Gastronomy and Tourism
− Cities and National Capital Tourism
− Volunteer Tourism
− Events
− Independent Travel
− Business Tourism

Cultural Tourism Research Group

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The ATLAS Cultural Tourism Group continues to collect data on the motivations, behaviour and experiences of cultural tourists, as it has been doing since 1991. Regular surveys of cultural tourists have been carried out in destinations around the world, and a summary of some of the recent research was published last year by ATLAS (Richards, 2015).

More recent research was carried out by Aljoša Budović, Nikola Todorović, Jelena Apelić and Gorana Romić from the Faculty of Geography at the University of Belgrade. They studied young tourists in Belgrade, the capital of Serbia.

This research underlines the importance of culture for city tourism, as cultural attractions and events were motivations for the majority of visitors (Figure 1).

Figure 1: Travel purpose for visitors in Belgrade
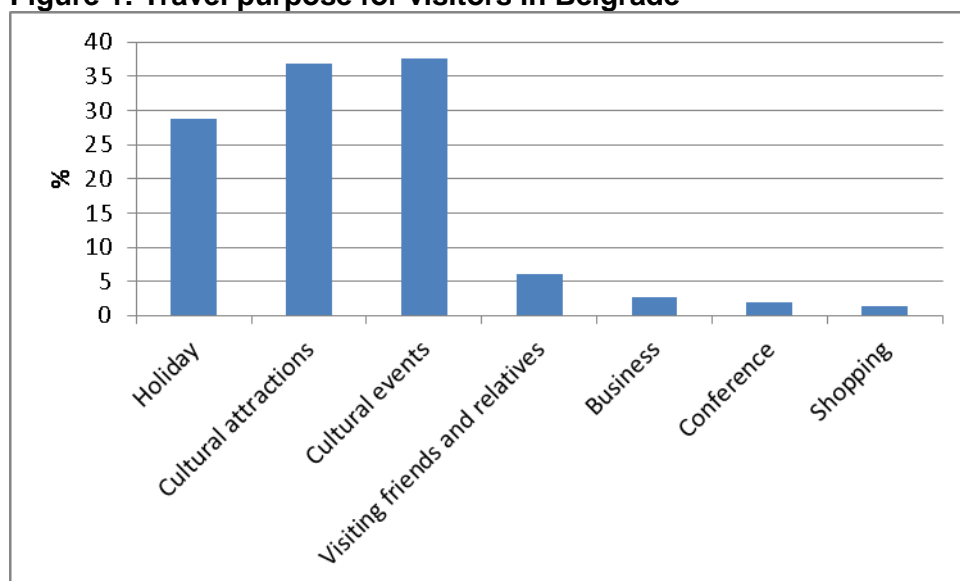
Around 40% of visitors also indicated that their usual type of holiday was a cultural holiday, and a further 15% also indicated that they had engaged in creative tourism (Figure 2).

Figure 2: Usual type of holiday for visitors to Belgrade
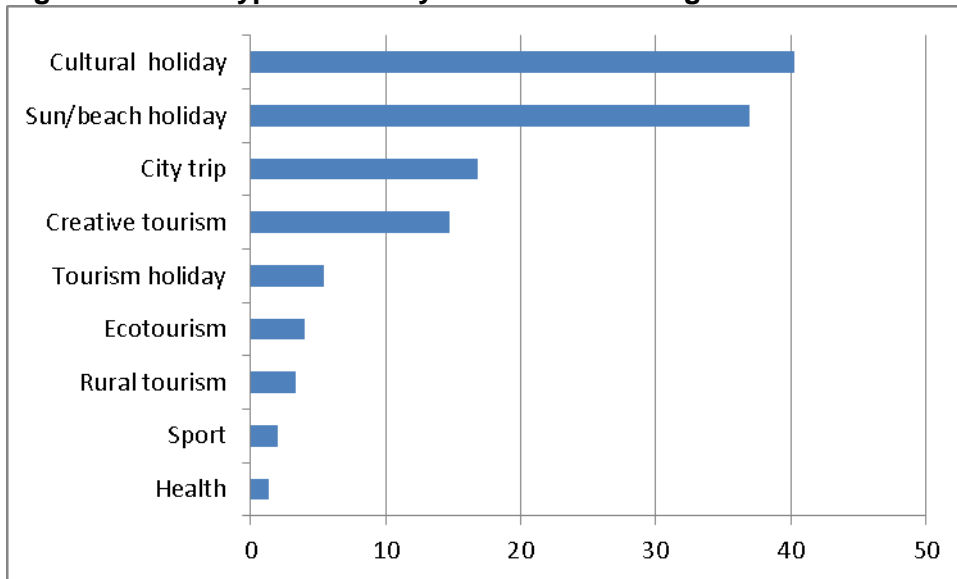
Over a third of visitors had an occupation related to culture, underlining the strong link between work and leisure (Figure 3).

Figure 3: Is your occupation related to culture?

The results of the Serbian surveys and other ATLAS research underline the continuing importance of cultural tourism for destinations worldwide. This is also being recognised by the UNWTO, which has recently established a Tourism and Culture Department, and which has conducted a global survey of the cultural tourism market. The report, which is due to be published this autumn, reaffirms the large market share of cultural tourism, which accounts for just under 40% of all international trips, measured in terms of cultural activities. As

established by earlier ATLAS research, the proportion of tourists traveling with a specific cultural motivation is much lower, around 11%.

The joint project initiated by the ATLAS Cultural Tourism Group and the Cities and National Capital Tourism Research Group in 2013 has resulted in the publication of a new book edited by Paolo Russo and Greg Richards. *Reinventing the Local in Tourism: Producing, Consuming and Negotiating Place* is published by Channel View, and brings together many of the papers presented in the Barcelona meeting as well as many other invited contributions. This book investigates the way localities are shaped and negotiated through tourism, and explores the emerging success of local peer-produced hospitality and tourism services which are transforming the tourist experience. Tourists are now being brought into much closer contact with locals and have new opportunities to experience the community at their destination. The book examines how these place experiences and travel-sharing arrangements have now spread globally through the mediation of 'place experts' who are redefining the tourism distribution system.

Gastronomy and Tourism Research Group

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The Tourism and Gastronomy Group organised a very successful special track at the Lisbon conference in 2015, on the theme of 'risky gastronomies'. The concept of risk was treated quite broadly, ranging from the health risks associated with preparing and eating food to the cultural risk of presenting new or unfamiliar food to tourists.

For example Elsa Soro used the concept of foodsphere to understand food as a cultural operator that catalyses encounters, intersections, and contaminations among different identities and cultures in the multi-ethnic and tourist scenario of the city of Barcelona. By describing different food experience and culinary projects intersected by tourist flows and the mobilities of immigrant communities and temporal residents, the case illustrates different types of hybridized place identity construction that take place in Barcelona.

Anderson Gomes de Souza from Recife analysed the perceived risks of eating beach food in Brazil. He found that few tourists do not realize the risks in the consumption of food and beach, among the perceived risks, one stood out: the health risk, since food consumption is directly linked to physical integrity of individuals. Although most respondents perceived risks in the consumption of beach food, it was found that the greater the propensity of tourists to take risks, the lower your perception of the risk. The main risk reduction strategies used by tourists were the presentation of the food and the presentation of the seller.

Greg Richards and Carlos Fernandes argued that destinations increasingly need to take risks in order to present an attractive gastronomic offer to tourists. Not only are established ideas of 'traditional' food being challenged by globalisation and localisation, but the growing mobility of tourists and local populations is reducing the previously hard divisions between 'locals' and 'tourists'. In many cases the contemporary 'foodie' has a knowledge of foodways and food cultures to match that of many locals. In this situation creating engaging food experiences requires an innovative approach to the re-invention of traditional food that uses local knowledge as a basis for innovation. However, since local knowledge alone is unlikely to be sufficient to fully engage with the global networks that can attract the gastronomic

tourist, it should also be recognised that innovation needs to take place in a way that can appeal to influential 'switchers' or 'selectors' within those networks.

It is anticipated that another meeting of the group will be held in conjunction with the ATLAS Annual Conference in Viana do Castelo in Portugal in September 2017.

Cities and National Capital Tourism SIG

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Tourism in cities and national capitals: next steps for research

It is now almost 10 years since this SIG was established. During that time, we have focused on developing research and literature on tourism and national capitals. National capitals have long been important destinations, and tourism has been integral to their development, yet when we began, national capital tourism had received little attention in either the urban studies or tourism literature (Pearce 2007).

The work of the SIG has gone a long way to remedying that. We have sparked sustained interest in research, and Brent Ritchie and I edited a book and journal special issue; I edited a further book and journal double issue; and Greg Richards and Paolo Russo edited an ATLAS book arising from a joint meeting with the Cultural Tourism SIG. In all more than 60 papers have been published, authored by more than 50 scholars, examining more than 30 cities. This represents a very solid achievement for the SIG.

There is now an opportunity to consider future directions for our research. This paper will review themes and features of our work to date, and consider possible ways forward and future meetings.

(Please note that this paper will form part of the Cities and National Capitals SIG meeting and should be timetabled into that slot. I am Chair of the SIG.)

Volunteer Tourism Research Group

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

This year saw the final three seminars for the ESRC funded Seminar Series entitled '*Reconceptualising International Volunteering*'. Each of the seminars aims to include an overseas speaker, a practitioner and an academic. Seminar 4: Impact, Sustainability and Legacy (University of Strathclyde, Glasgow) included speakers Wandra Vrasti (from Berlin)and author of the Global South: Giving Back in Neoliberal Times; Dr Jurgen Grotz, University of East Anglia and NCVO Institute for Volunteering Research; Peter Bishop,

Tourism Concern: Action for Ethical Tourism and Dr Konstantinos Tomazos (also one of the organisers of the seminar series)from the University of Strathclyde talking on the controversial topic of "Orphan Tourism in Cambodia". Seminar 5: Evaluation of quality initiatives in International Volunteering (University of Kent) included International Speaker Professor Nancy McGehee Virginia Polytechnic Institute and State University, USA; Hugh Felton, ABTA, the leading association of travel agents and tour operators; Dr Jim Butcher, Canterbury Christ Church University and Dr Angela M Benson as the ISO convenor for the International Volunteer Tourism Standards. Seminar 6: The Future of International Volunteering (University of Brighton) at this final seminar we were very pleased to welcome Dr Stephen Wearing as the international speaker from the University of Technology, Sydney, Australia and author of: *Volunteer Tourism: experiences that make a difference;* Dr Peter Slowe, Founder and Director of the Projects Abroad, headquartered in the UK; Liz Wilson, CEO of Supporting Kids in Peru (SKIP) who gave us insight into the challenging issue of volunteering and children; Richard Nimmo, Managing Director of Blue Ventures: beyond conservation and Nick Ockenden, National Council for Voluntary Organisations (NCVO). We were also pleased to invite back Professor Harold Goodwin (he spoke at seminar 3) who acted as rapporteur.

I received many emails from all over the world saying that it was with regret that they could not make some of the seminars – so in order to try and combat this, all the speakers were videoed. The IT team at the University of Brighton are now working on a Website which will host all of the keynote material. The videos will be available via Youtube but linked to via the website. It is anticipated this will be ready for September 2016. This should be a great resource for academics and practitioners working and researching in the area of volunteer tourism and more broadly international volunteering.

The Edited Book entitled *International Sport Volunteering'* by Angela M Benson (University of Brighton) and Nick Wise (Asia University, Taiwan) is almost finished and should be available Early 2017. The book of 12 chapters will examine international sport volunteering though 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.

Special Track at the ATLAS Annual Conference, Canterbury, September 2016
Volunteer Tourism: travelling for a change? convened by Jim Butcher and Angela M Benson and sponsored by the ATLAS Volunteer Tourism Research Group and the American Association of Geographers' Recreation, Sport & Tourism group.

NEW for 2017 – 2018
Opportunities for publishing will be announced shortly….

Edited book
"Reconceptualising International Volunteering" – following the ESRC seminar series, chapters in the following areas will be welcomed:
- *Blurred Boundaries of International Volunteering*
- *International Volunteering and the Sustainable Development Goals: Making a Difference?*
- *Examining the 'Self' (volunteer) and the 'Other' (communities)*
- *Impact, Sustainability and Legacy*
- *Evaluation of quality initiatives in International Volunteering*
- *The Future of International Volunteering*

Special Issue

Worldwide Hospitality and Tourism Themes (WHATT) 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.

Events Research Group

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Founded in 2010, the ATLAS Events Group subsequently held meetings in Breda (2011), Peniche (2013) and Sheffield (2014), Lecce (2015), Barcelona (2016).

Special tracks were also organised at the ATLAS Annual Conferences in Malta (2014) and Lisbon (2015). The group has also produced two books with Routledge - *Exploring the social impacts of events* (2013) and *Event Design: Social perspectives and practices* (2014). The ATLAS Events Group continues to develop research and knowledge development activities rapidly, organising another expert meeting in 2016 and planning for more publications.

The main activity staged this year was the expert meeting on Rethinking the Eventful City in Barcelona in May. This event attracted 20 experts from around the world, including Don Getz, who gave a presentation on event sustainability and eventfulness. There was a lot of discussion from the assembled delegates about emerging concepts such as event portfolios and event systems.

The meeting was prefaced with a discussion on the relationship between cities and events, a report of which was made by Anna Ibañez, a PhD student at the Open University of Catalunya (UOC) and one of the meeting participants:

On May 11 a seminar was held at the CERC (Centre for Cultural Studies and Resources) in Barcelona on Eventful Cities: New strategies for sustainability. This event was organised by the ATLAS Events Special Interest Group and #UOCeventos.

During this meeting, we explored the relationship between events, the city and sustainability; in terms of economic, and social, cultural and environmental sustainability. The speakers were Donald Getz and Greg Richards, and the session was moderated by Alba Colombo, academic director of graduate studies in the Management of Cultural, Sporting and Corporate Events at the Open University of Catalunya (UOC).

The discussion reflected on the trend towards stronger relationships between cities and events and how this relationship is reflected in the evolution of management strategies, which are also increasingly influenced by sustainability issues. Large cities have often become a scenario or container to host major events, the city assuming a role of receptor. One wonders what events can bring to a city and what the city can bring to events? There are many studies of events in cities, but not all cities can be considered as 'eventful'. In order to be an "Eventful city" it is necessary to have a good management strategy, which is sensitive to the specific characteristics of each city.

For example, a small town may lack the necessary infrastructure and therefore cannot compete globally, and in big cities sometimes in danger of becoming one runs in a single container without room for a type of more local event, more according to the identity of the place, ultimately, more authentic. In fact, a good strategy for an "Eventful city" such as

Barcelona, is to find the midpoint between the major events planned in a top down fashion and the events arising from local communities, from the bottom up, which often provide an element of authenticity. For example, in the case of the 1992 Olympic Games the local community was intensively involved through the volunteer program. In contrast, the Forum of Cultures 2004 was organized with little reference to the city and was a failure. These examples might cause us to ask whether working closely with local citizens is essential to ensure the success of a major event.

The study of success factors is important, but to study the reasons for the failure of events can also teach us a lot about how to develop good management practices. The problem is that there are almost no data from failed events and indeed failures are often forgotten. Most failures are due to economic factors: either there are not enough resources or they are poorly used. By definition, the event is not economically sustainable in the long term unless it develops a relationship with the civic administration, which acts as a motor, or that it ensures that resources are well managed, in a sustainable way.

Environmental sustainability was also discussed, because in a city full of events it is difficult to have a positive effect on the environment. The events create litter and other problems, but there are also potentially positive effects, for example, generation and dissemination of tools to be more sustainable. Through event management you can introduce a philosophy of sustainability from new practices, e.g. contributing through education. It was concluded that an event should itself be a sustainable model, both economic and social and cultural level, while being respectful of the environment. But in order to have a good strategy for event portfolios it is important to have the know how to manage events sustainably in all these areas, and to identify successful strategies and experiences. For this, it is also important to have measurement tools for the monitoring and evaluation of event effects and the outcomes of different management strategies.

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, the host city for this meeting. 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 was 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. Selected papers from the event will be published in a special issue of *Event Management* in 2017.

The group is planning to hold a follow-up meeting linked to the ATLAS Conference in Viana do Castelo in September 2017.

In terms of research the group launched the ATLAS Event Monitoring Project in 2014, and is now developing a project on event visitor experiences using the Event Experience Scale (de Geus et al., 2015). Surveys have been conducted by ATLAS members in a number of locations, which are producing valuable comparative data about the experiences and profiles of event visitors.

For example, Daniel Barrera Fernández from the Universidad de Guanajuato in Mexico used the Event Experience Survey to study the Festival Internacional Cervantino. The Festival Internacional Cervantino (popularly known as El Cervantino) takes place in the city of Guanajuato, in central Mexico. The festival originated in the mid 20th century, when short plays by Miguel de Cervantes were performed in the city's plazas. El Cervantino is now promoted by Visit Mexico as "one of the premier arts and cultural festivals in Mexico and Latin America". In 2010 the festival attracted 179,000 people. The 2015 edition of the festival was celebrated on the 400th anniversary of the death of Cervantes.

Daniel Barrera Fernández was able to obtain funding from his university to carry out surveys at the 2015 edition of the event. In total, 230 surveys were collected during the festival, with the vast majority of those interviewed coming from Mexico. The USA (12%) was the biggest foreign visitor contingent. Almost 60% of the respondents came from the 20-29 age group, which is related to the large number of students in the sample. Over half of the visitors had been to the event at least once before. There was a high level of satisfaction and intention to return.

Almost all aspects of the EES scored highly among the participants in the Festival Internacional Cervantino (Figure 1).

Figure 1: EES experience dimensions for participants in the Festival Internacional Cervantino
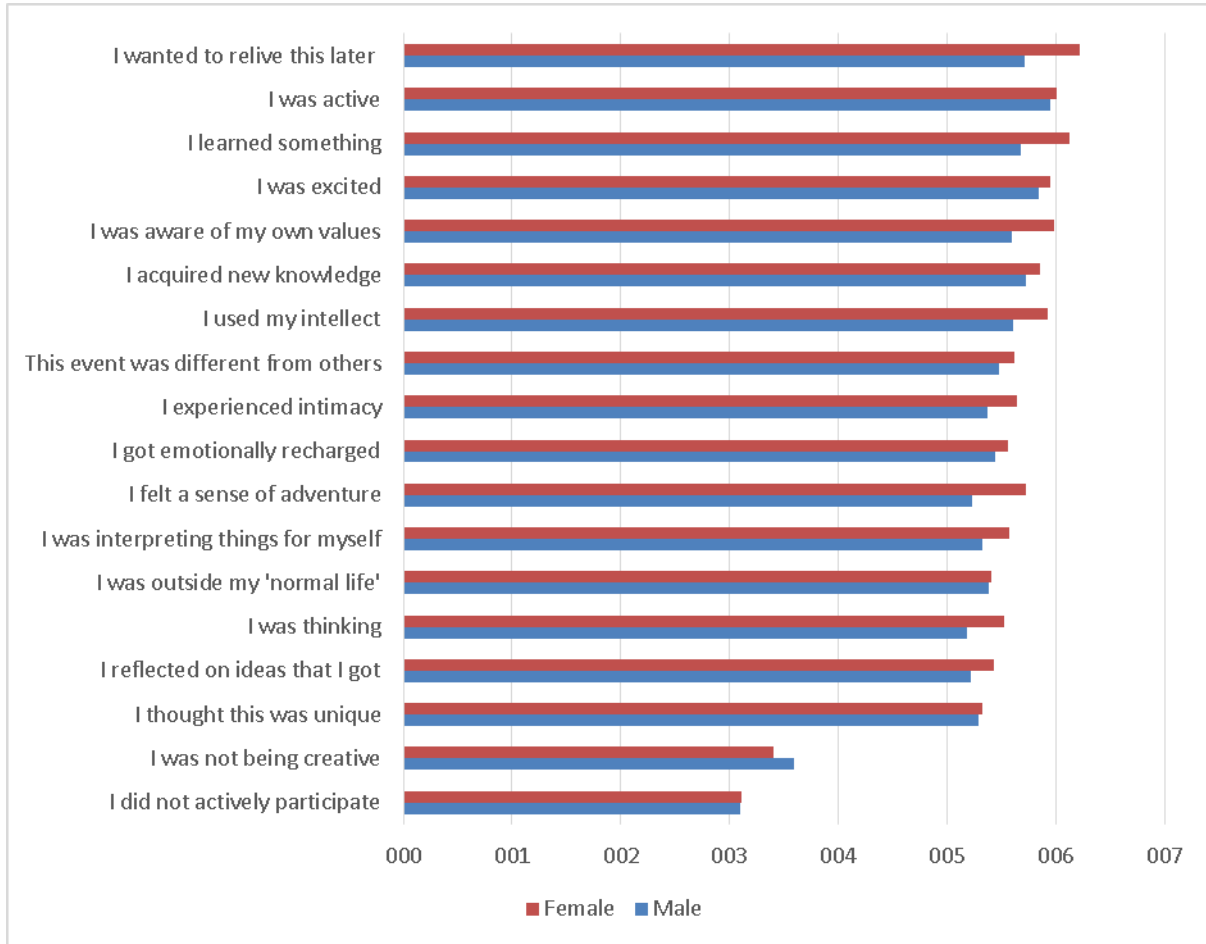

In Brazil a different data collection approach was adopted by Lénia Marques and her collaborators in Recife. There, the survey was circulated via social media, using a snowball approach to reach people via Facebook and Whatsapp.

The survey generated 308 responses, and over 80% of the respondents indicated that they had celebrated Carnival in 2016. Of these, the majority had visited Carnival in Recife (44%) or the neighbouring city of Olinda (44%). Most people attended Carnival as individual visitors, but almost 11% indicated that they were part of a Carnival group (bloco). The position of Carnival as an institution in Brazilian life is underlined by the fact that over half the respondents indicated that they 'always' celebrate Carnival.

In terms of experience, the Brazilians were even more enthusiastic about Carnival – perhaps not surprisingly. Excitement was the most highly scored experience element, and learning was scored much lower than in the Mexican case. Location also did not seem to be a particularly significant influence on experience. The neighbouring cities of Recife and Olinda (both of which are famous for their Carnival celebrations) both had very similar experience profiles, with no significant differences on any dimension (Figure 2).

Figure 2: EES experience dimensions for Carnival participants in Recife and Olinda
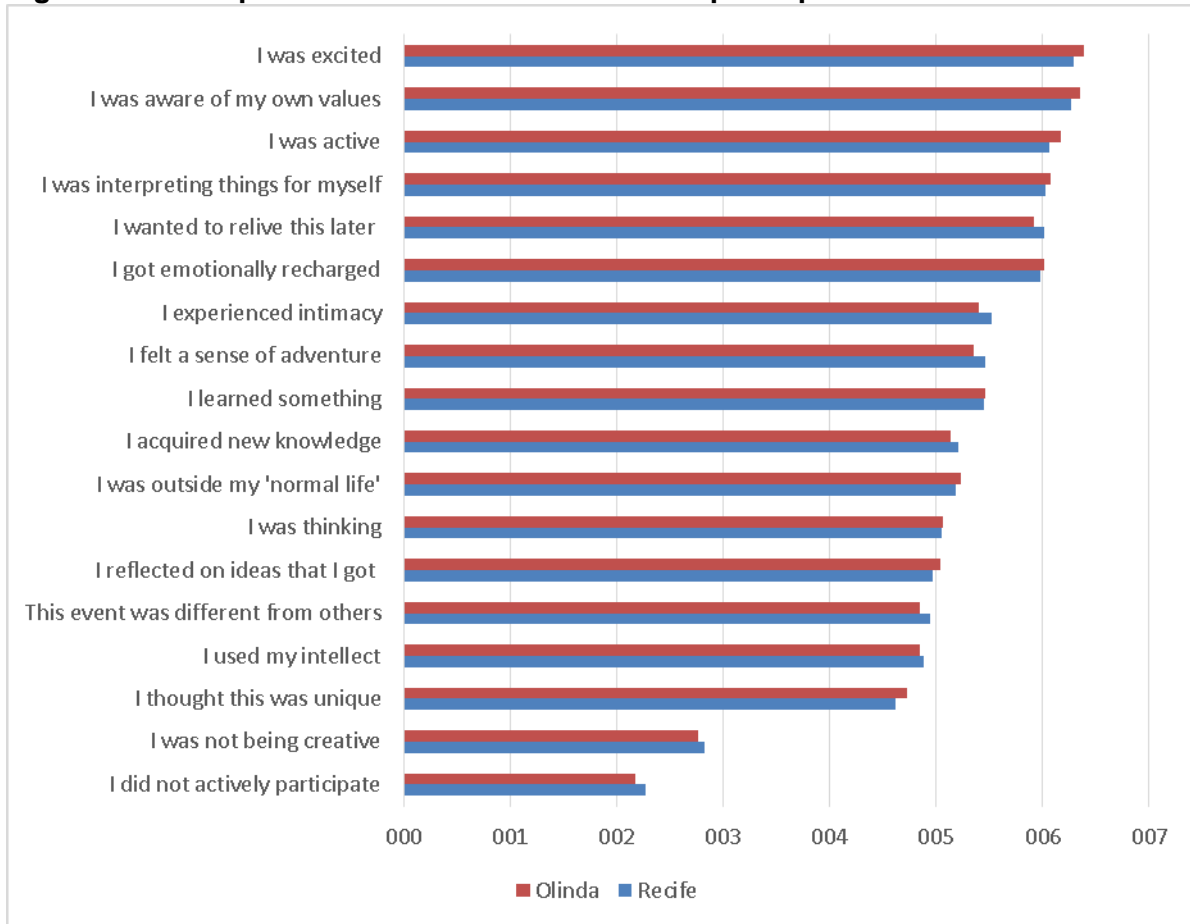
Lénia Marques has also developed a Social Interaction module to complement the EES. This has been implemented at a range of events, including an eGaming event in the UK.
Further details of the activities of the group and the research projects can be found on https://independent.academia.edu/gregrichards/ATLAS-Events-Group

Independent Travel Research Group

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ATLAS Africa
Report

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The last year the work of Atlas Africa has been overshadowed by the untimely death of one of our colleagues: Dr Dorothea Meyer. Dorothea worked as Senior Lecturer in Tourism at Sheffield Hallam University where she made a very important contribution to the world's knowledge of the political economy and development of tourism in less developed countries. Many of you will have known Dorothea through her longstanding international reputation and presence as author, journal editor, reviewer, researcher, consultant, external examiner, doctoral student supervisor, project leader or team member in partnership bids, guest lecturer, conference organiser, panellist and presenter, collaborator in all aspects of academic life.

Personally, Dorothea and I worked together a lot in the framework of ATLAS AFRICA. Dorothea played a very significant role in the development of this ATLAS chapter and actively participated in most of the 9 conferences organized so far. Together with Jarkko Saarinen, Dorothea and I developed in 2008 an EU project with 6 African universities, in the framework of which we travelled together to countries like Tanzania, Kenya, Namibia, Uganda and Rwanda and edited a book titled *New Alliances for Tourism, Conservation and Development in Eastern and Southern Africa*. This EU project has been very instrumental in the development of ATLAS Africa and significantly contributed to the academic growth of tourism studies in Africa as many of the 12 young African scholars participating in this EU project now have obtained a PhD-degree or are about to do so. Dorothea always showed great interest in their work and developed an extensive academic network in Eastern and Southern Africa. Recently, she executed a photo-ethnographic research with female Zanzibari craft producers, the link to which is http://www.zanzibariwomen.org. We will miss her support and inspiration to colleagues and students, and a highly valued colleague and friend.

As already explained in the coordinators report, preparations for the 10th ATLAS Africa conference in 2017, are underway. The theme of the 10th ATLAS Africa conference, which will be held between Wednesday 7th and Friday 9th June, 2017 at Moi University, Eldoret, Kenya, focuses on 'Africa's Tourism and Travel Competitiveness: Opportunities and challenges'.

ATLAS new publications

ATLAS Tourism and Leisure Review

The ATLAS Tourism and Leisure Review gives ATLAS members and participants of the ATLAS conferences and meetings a platform to publish the papers they have presented. The editing will be carried out by an editorial board / field editors.

On the occasion of the 25th anniversary of ATLAS, we introduced the first volume of this new periodical, ATLAS Tourism and Leisure Review. The first ATLAS Tourism and Leisure Review, with the theme ***Well-Being and Employment in Tourism***, is edited by Daniel Binder, Norbert K. Faix and James Miller from FH Joanneum, University of Applied Sciences, Austria.

The second ATLAS Tourism and Leisure Review is edited by Melanie Smith from the Budapest Metropolitan University, Hungary and the theme is ***Culture, Tourism and Wellbeing.***

The ATLAS Tourism and Leisure Review is free for ATLAS members, but also available in the ATLAS online shop.
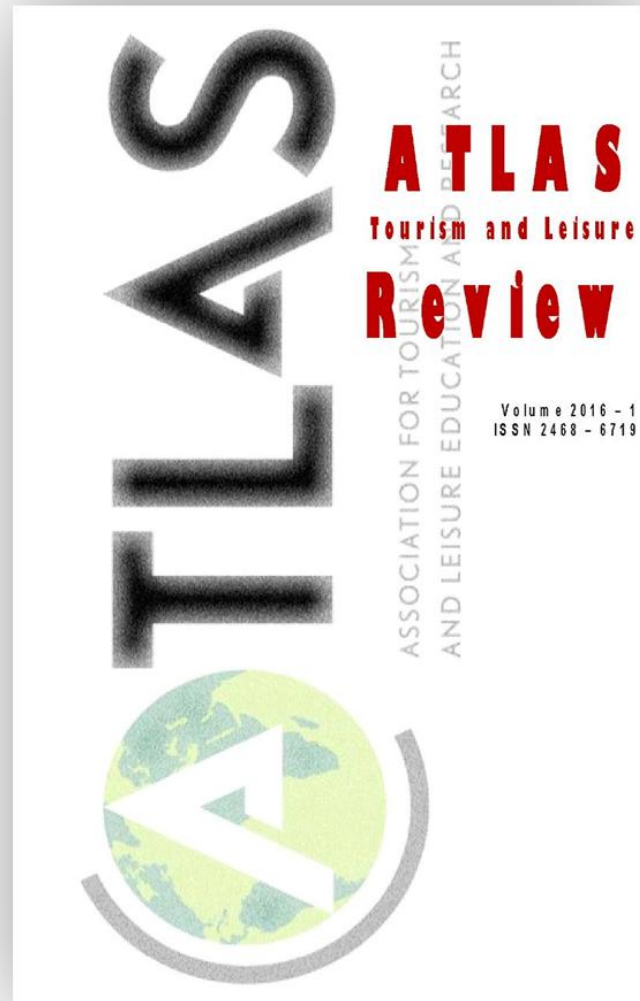
Sibiu Reports

Richards G. and Rotariu I. (eds)
1. *Sibiu European Capital of Culture* (2007) (63 pp.) ISBN: 978-973-739-525-2.
2. *The impacts of the 2007 European Capital of Culture in Sibiu* (2010) (84 pp.) ISBN: 978-973-739-954-0.
3. *Ten years of Cultural Development in Sibiu: The European Cultural Capital and Beyond* (2011) (86 pp.) ISBN: 978-606-12-0104-2.
4. **NEW***: Long term effects of the European Capital of Culture* **(2016) (74 pp.) ISBN: 978-90-75775-89-1.**

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.
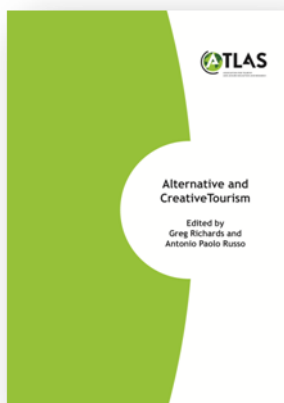
Tourism, Lifestyles and Locations ATLAS Reflections 2016 (In PDF)
Edited by René van der Duim, Leontine Onderwater and Jantien Veldman
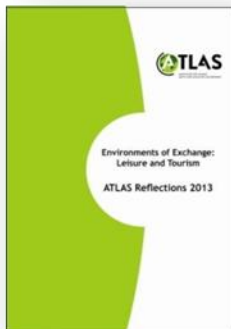
ATLAS Cultural Tourism Research Project Research Report 2008-2013 (In PDF)
Edited by Greg Richards

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 Milestones

The ATLAS milestones gives an overview of the activities ATLAS developed over the last 25 years. Conferences, meetings, seminars, projects, SIGs, Winter Universities and the complete publication list, you can find it all in the overview below.

ATLAS annual conferences

ATLAS 1st annual conference 1994
European tourism and leisure education: Trends and prospects
Tilburg, the Netherlands
December 1994

ATLAS annual conference 1995
Tourism in Central and Eastern Europe: Educating for quality
Kazimierz, Poland
September 1995

LSA-VVS-ATLAS conference 1996
Leisure, Time and Space in a Transitory Society
Wageningen, the Netherlands
September 1996

ATLAS annual conference 1997
Tourism, culture and development
Viana do Castelo, Portugal
1997

ATLAS annual conference 1998
Innovative approaches to culture and tourism
Rethymnon, Greece
1998

ATLAS annual conference 1999
Tourism Services and Quality Management
Munich, Germany
1999

ATLAS annual conference 2000
North-South: Contrasts and connections in global tourism
Savonlinna, Finland
2000

ATLAS annual conference 2001
Tourism innovation and regional development
Dublin Institute of Technology, Ireland
October 2001

ATLAS annual conference 2002
Visions of sustainability
Estoril, Portugal
November 2002

ATLAS annual conference 2003
Quality of life: Competing value perspectives in leisure and tourism
Leeuwarden, the Netherlands
June 2003

ATLAS annual conference 2004
Networking and partnerships in destination development and management
Naples, Italy
April 2004

ATLAS annual conference 2005
Tourism, creativity and development
Barcelona, Spain
November 2005

ATLAS annual conference 2006
The transformation of tourism spaces
Lodz, Poland
September 2006

ATLAS annual conference 2007
Destinations revisited. Perspectives on developing and managing tourist areas
Viana do Castelo, Portugal
September 5-8, 2007

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

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

ATLAS annual conference 2010
Mass tourism vs. niche tourism
Limassol, Cyprus
November 3-5, 2010

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

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

ATLAS annual conference 2013
Environments of exchange: Leisure and tourism
Malta
November 6-8, 2013

ATLAS annual conference 2014
Tourism, Travel and Leisure - Sources of Wellbeing, Happiness and Quality of Life
Budapest, Hungary
October 22-24, 2014

ATLAS annual conference 2015
Risk in travel and tourism: Geographies, behaviors and strategies
Lisbon, Portugal
October 21-23, 2015

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

ATLAS Annual Conference 2017
Destinations past, present and future
Viana do Castelo, Portugal
September 12-16, 2017

ATLAS Asia Pacific conferences

ATLAS Asia 1st conference 1999
Entrepreneurship and education in tourism
Bandung, Indonesia
July 1999

ATLAS Asia-Pacific conference 2000
Asian tourism in the 21st century
Hainan, China
2000

ATLAS Asia-Pacific Conference 2004
Changing environments in the tourism of the Asia Pacific
Beppu, Oita, Japan
November 2004

ATLAS Asia-Pacific conference 2006
Tourism after oil
Dunedine, New Zealand
December 4-6, 2006

ATLAS Africa conferences

ATLAS Africa 1st conference 2000
Cultural Tourism in Africa: Strategies for the new millennium
Mombasa, Kenya
December 2000

ATLAS Africa conference 2003
Community tourism, options for the future
Arusha, Tanzania
February 2003

ATLAS Africa conference 2004
Leadership, culture and knowledge: Gateway to sustainable tourism in Africa
Pretoria, South Africa
September - October 2004

ATLAS Africa conference 2006
Contested landscapes in tourism: culture, conservation and consumption
Mombasa, Kenya
February 2006

ATLAS Africa conference 2007
Tourism and wealth creation
Kampala, Uganda
October 27-29, 2007

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

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

ATLAS Africa conference 2013
African Tourism in Global Society: Central or Peripheral?
Kigali, Rwanda
June 3-5, 2013

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

ATLAS Africa 10th Conference 2017
Africa's Tourism and Travel Competitiveness: Opportunities and challenges
Eldoret, Kenya
June 7-9, 2017

ATLAS Latin Americas Conferences

ATLAS Latin Americas 1st Conference 2017
Tourism and Creativity: New Opportunities for Developing Latin America
June 5-7, 2017
Recife, Brasil

ATLAS PhD student seminars

ATLAS doctoral colloquium & poster session 2010
Limassol, Cyprus
November 2, 2010

ATLAS doctoral colloquium & poster session 2011
Valmiera, Latvia
September 21, 2011

ATLAS annual doctoral colloquium 2012
London, United Kingdom
September 12, 2012

ATLAS doctoral colloquium
Malta
November 6, 2013

ATLAS PhD seminar 2014
Tourism Methodologies - New Perspectives, Practices and Procedures
Budapest, Hungary
October 21, 2014

ATLAS PhD seminar 2015
Developing research work in Tourism, Leisure or Risk
Lisbon, Portugal
October 20, 2015

ATLAS PhD seminar 2016
Canterbury, United Kingdom
September 13, 2016

ATLAS Special Interest Group meetings and seminars

Cultural Tourism Seminar
Cultural tourism in Europe
Tilburg, the Netherlands
1995

ATLAS Gastronomy and Tourism Expert Meeting
Esposende, Portugal
2001

ATLAS Backpacker Research Group Expert Meeting
Bangkok, Thailand
July 2002

ATLAS Gastronomy and Tourism Expert Meeting
Sondrio, Italy
November 2002

ATLAS Religious Tourism and Pilgrimage expert meeting
Fátima, Portugal
April 2003

ATLAS Tourism and Gastronomy expert meeting
Charente, France
September 2003

ATLAS Cultural Tourism Research Group Expert Meeting
Cultural tourism: Globalising the local - localising the global
Barcelona, Spain
October - November 2003

ATLAS Special Interest Group meeting Business Tourism
Barcelona, Spain
November - December 2004

ATLAS SIG Meeting - Backpackers Research Group
The global nomad: Advancing research agendas in backpacker travel
Bangkok, Thailand
September 2005

ATLAS SIG meeting Business Tourism 2005
Pathways to innovation
Dublin, Ireland
December 2005

ATLAS SIG Meeting - Cultural Tourism Research Group
Cultural tourism: negotiating identities
Chaves, Portugal
October, 2006

ATLAS SIG Meeting - Gastronomy and Tourism Research Group
Fusion cuisine and placemaking
Macau, China
November 2006

ATLAS SIG Meeting - Business Tourism Research Group
Contents & Methods: New Didactic Approaches & Solutions for Academic Business Tourism & Events
Management Education
Mannheim, Germany
December 4-5, 2006

ATLAS SIG meeting Mass Tourism
Whatever happened to 'Sunlust Tourism'?
Coventry University, United Kingdom
May 14, 2007

ATLAS SIG meeting Spa and Wellness Tourism
Historic concept, future prospects
Budapest, Hungary
June 25-28, 2007

ATLAS SIG meeting Gastronomy and Tourism
Food Identity and Intellectual Property Rights
Viana do Castelo, Portugal
September 4, 2007

ATLAS SIG meeting Business Tourism
Progress in Business Events Education and Research
Talinn, Estonia and Lahti, Finland
December 3-4, 2007

ATLAS SIG meeting Spa Tourism - an international symposium
The future of historic spa towns. The role of cultural heritage in the process of urban revitalisation and
re-imaging
Spa Balmoral, Belgium
March 13-14, 2008

Backpacker Research Group Meeting
Backpacker Mobilities? An expert conference on backpacker tourism
Shimla, India
March 26-28, 2008

ATLAS Business Tourism Education SIG Meeting
Educating the next generation of business tourism professionals: challenges and solutions
Warsaw, Poland
November 23-25, 2008

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

ATLAS Religious Tourism Special Interest Group meeting
Managing the Religious Tourism Experience
Nazaré, Portugal
November 19-22, 2009

ATLAS SIG meeting Business Tourism
Liverpool, United Kingdom
November 22-24, 2009

ATLAS SIG Volunteer Tourism meeting
Travel Philanthropy, Volunteer and Charity Tourism
Crete & Santorini, Greece
April 22-25, 2010

Backpacker Research Group meeting
Independent Travel in Uncertain Times: An expert conference
Hermanus, Western Cape, South Africa
September 2-4, 2010

Tourism Geographies Group meeting
European Regional Perspectives on Tourism Geographies –
Contrasting Research Approaches and Linguistic Traditions
Tarragona, Spain
October 14, 2010

Business Tourism meeting
Advances in Business Tourism Education and Research
Estoril, Portugal
November 14-17, 2010

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

City and National Capital Tourism SIG Meeting
Tourism and Changing Representation in (National Capital) cities
Brussels, Belgium
May 5-6, 2011

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

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

ATLAS SIG Gastronomy and Tourism Meeting
During the International Congress of Traditional Food Products
School of Agronomy from Polytechnic Institute of Viana do Castelo
Auditorium Eugenio Castro Caldas, Ponte de Lima, Portugal
May 3-5, 2012.

ATLAS SIG Religious Tourism and Pilgrimage Meeting
Not Losing the 'Pilgrimage' in the Pilgrimage Tourism Experience
Maynooth, Ireland
June 7-9, 2012

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

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

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

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

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

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

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

ATLAS Events Special Interest Group meeting
The Attendee Experience: The Quest for Engagement
Sheffield, UK
May 8-9, 2014

ATLAS Gastronomy and Tourism SIG meeting
Regional Gastronomy: Between tradition and innovation?
Ponte de Lima, Portugal
May 29-30, 2014

ATLAS Religious Tourism and Pilgrimage SIG meeting
Promoting and Experiencing Religious Tourism and Pilgrimage
Vesprém, Hungary
June 20-23, 2014

ATLAS Event SIG meeting
Creating and bidding for events
Lecce, Italy
14-15 May, 2015

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

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

ATLAS Special Interest Groups (SIG)

Current SIG's:
Cultural Tourism (2002)
Gastronomy and Tourism (2002)
Business Tourism (2003)
Capital City Tourism (2007)
Volunteer Tourism (2008)
Events (2011)
Independent Travel (2013)

Former SIG's:
Backpackers
Religious Tourism and Pilgrimage
Spa and Wellness
Tourism Geographies
Policy Research
Tourism SME Research
Tourism and Socio Cultural Identities
Cultural Festivals
Tourism and Disasters
Mass Tourism
Sports Tourism
Tourism and Embodiment

ATLAS European Union Research Projects

1991- 1997 European Cultural Tourism Survey DGXXIII, European Commission.

1994-1995 European Subject Area Review - Tourism and LeisureDGXXII, European Commission.

1995-1996 Sustainable Tourism Management Education Project DGXXIII, European Commission.

1995-1996 Transferring Skills and Know How to Central and Eastern Europe DGXXIII, European Commission.

1996-1999 EUROTEX: cultural tourism regional development project DGXVI, European Commission.

1996 - 1999 European Thematic Network in Tourism and Leisure DGXXII, European Commission.

1997 Mediterranean Sustainable Tourism Information Network DGXI, European Commission.

1997-2001 Empowerment in the European Hotel Industry DGXII, European Commission.

1998-2000 Information Technology and SMEs in the European Tourism Industry DGXXII, European Commission.

1999-2001 Labour Mobility in the EU Tourism Sector. CEDEFOP - EU Centre for Vocational and Professional Education.

Other ATLAS projects

Cultural Capital of Europe Research Project, Porto and Rotterdam 2001

Cultural Capital of Europe Research Project, Salamanca, 2002

International survey of youth travel, joint project with International Student Travel Conferation, 2003

Cultural impacts of travel, joint project with International Student Travel Conferation, 2005

Youth Accommodation Research Project, joint project with International Student Travel Conferation, 2006

2nd International survey of youth travel, joint project with International Student Travel Conferation, 2006

Cultural Capital of Europe Research Project, Sibiu 2007

ATLAS Winter University and other intensive courses

ATLAS Winter University 1999
Kazimierz, Poland
January 1999

ATLAS Summer course 1999
Challenges in tourism management
Bandung, Indonesia
July 1999

ATLAS Winter University 2000
Viana do Castelo, Portugal
January 2000

ATLAS Winter University 2001
Pecs, Hungary
January 2001

ATLAS Winter University 2002
Portoroz, Slovenia
January 2002

ATLAS Winter University 2007
Tourism and culture: Unity in diversity
Sibiu, Romania
January 2007

ATLAS Winter University 2009
Tourism, leisure and creativity
Barcelona, Spain
February - March 2009

ATLAS Winter University
Portoroz, Slovenia
February 7-17, 2010

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European Tourism and Leisure Education: Trends and Prospects.
Arnhem: ATLAS, 293 pp. ISBN 90-75775-08-3.

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Sustainable Tourism Management: Principles and practice.
Tilburg: Tilburg University Press, 260 pp. ISBN 90-361-9549-7.

Richards G. and L. Onderwater (ed) (1998)
Towards a European body of knowledge for tourism. Perspectives and proposals.
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Richards G. (ed) (1998)
Developments in the European tourism curriculum.
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Butcher J. (ed) (2001)
Innovations in Cultural Tourism.
Tilburg, ATLAS, 100 pp. ISBN: 90-75775-07-5.

Toivonen T. and Honkanen A. (ed) (2001)
North-South: contrasts and connections in global tourism.
Savonlinna: FUNTS, 398 pp. ISBN 951-708-983-x / ISSN 1457-1366.

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Rotterdam and Porto, cultural capitals 2001: visitor research.
Arnhem: ATLAS, 67 pp. ISBN 90-75775-11-3

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Visions of sustainability: ATLAS Reflections 2002.
Arnhem: ATLAS, 76 pp. ISBN 90-75775-13-x.

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Morrison A. and Thomas R. (ed) (2004)
SMEs in tourism: an international review
Arnhem: ATLAS, 80 pp. ISBN 90-75775-17-2

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Networking and partnership in destinations and development management: ATLAS Reflections 2004.
Arnhem: ATLAS, 92 pp. ISBN 90-75775-19-9.

Petrillo C.S. and Swarbrooke J. (ed) (2005)
Networking and partnership in destinations and development management.
Naples: IRAT, 2 issues, total of 775 pp. ISBN 88-89677-03-1.

Swarbrooke J., Smith M. and Onderwater L. (ed) (2005)
Tourism, creativity and development. ATLAS Reflections 2005.
Arnhem: ATLAS, 94 pp. ISBN 90-75775-21-0.

Richards G. and Richards B. TRAM (2006)
Medical tourism: A global analysis.
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Smith M.K. and Onderwater L. (ed) (2006)
The transformation of tourism spaces. ATLAS Reflections 2006.
Arnhem: ATLAS, 92 pp. ISBN: 90-75775-23-7.

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Hall D., Marciszewska B. and Smith M. (eds) (2006)
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Oxfordshire: CABI, 352 pp. ISBN-13: 978-1-84593-117-9, ISBN-11: 1-84593-117-3.

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