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Destinations Dynamics
ATLAS Reflections 2018



Destinations Dynamics

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September 2018

**Edited by:
René van der Duim
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Introduction

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Dear ATLAS members

In this report I refer back to the ATLAS conferences, introduce the two European projects ATLAS is involved in and discuss some new developments, challenges and prospects of ATLAS.

Conferences

Europe

The 2017 Conference took place between 12th and 15th September at the campus of the School of Technology and Management of the Polytechnic Institute of Viana do Castelo. The Conference was organised by the Tourism Laboratory, headed by Carlos Fernandes. The conference theme was 'Destinations past, present and future'. This conference aimed 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. During the conference around 125 participants discussed and exchanged ideas on critical areas of the development and management of tourist destinations.

The 2018 conference in Copenhagen, organised by the Tourism Research Unit at Aalborg University, will also discuss destination dynamics. In this conference we will explore tourism destinations as relational, intersectoral, collaborative, networked, hybrid, transnational and multiscalar endeavours. We will expand on the connections between tourism and communities, value (co-)creation, rural and urban development, entrepreneurship and innovation as well as quality of life – to name just a few things. Essentially, we are interested in knowing more about how destinations change and how this relates to other parts of the social.

Latin America

During the 2015 Lisbon conference a new ATLAS chapter for Latin America was founded and preparations were made for a first ATLAS conference in Brazil titled 'Tourism and Creativity: New Opportunities for Developing Latin America'. This conference was held from Monday 5th to Wednesday 7th June, 2017, at the Universidade Federal de Pernambuco - UFPE, Recife/Brazil. The conference participants discussed how the links between creativity and tourism could be strengthened, generating steady growth to new and existing Latin American tourism destinations. In September 2018 the Universidad Autónoma "Benito Juárez" de Oaxaca (Mexico) hosted the second conference focussing on new challenges of tourism in heritage contexts. This time over 80 participants attended the conference, illustrating that ATLAS Latin America now really has taken root.

Africa

In June 2017 we organised the 10th ATLAS Africa conference at Moi University, Eldoret, Kenya, focusing on 'Africa's Tourism and Travel Competitiveness: Opportunities and challenges'. At that occasion, more than 100 participants from Africa and abroad celebrated

the fact that ATLAS Africa, founded in 2000, is still a vibrant community of scholars promoting leisure and tourism studies on the African continent. The 11th conference will be (for the 3th time) hosted by Makerere University, Kampala (Uganda) and will take place between 12 and 14 June 2019. The conference will address innovations in tourism.

Asia and Pacific

ATLAS is planning to resume its activities in Asia Pacific, not least because the Asia Pacific region has seen the fastest growing tourism development in the world. Due to logistical reasons we unfortunately had to cancel the 2018 conference in Macau, but are now preparing for a restart of this ATLAS chapter in 2019.

European projects

Since early this year ATLAS is partner in 2 European projects: NTG and INCOME Tourism.

The Next Tourism Generation Alliance (NTG) is the first European partnership and alliance for improving a collaborative and productive relationship between education and industry. The NTG Alliance will provide employees, employers, entrepreneurs, teachers, trainers and students with a set of Core NTG modules in digital, green and social skills.

Based on a cooperative learning model, the INCOME Tourism project aims at building, promoting and validating tourism graduates' soft skills and qualifications adapted to the real needs of the industry. Also, the project will bring education closer to the labour market and, by doing so, it will reduce mismatches in terms of market expectations and graduate competencies.

Involvement in these 2 projects has put a lot of strain on the ATLAS secretariat which now has to facilitate the ATLAS activities and network as well as execute a large number of activities for the 2 projects. The ATLAS board currently is discussing the division of tasks with other projects partners to mitigate this problem.

Challenges and prospects

In the last years 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 Review*. To improve our services to our members and conference participants, we now have published 6 Reviews which all have become digitally available for members and are for sale to non-members via the ATLAS bookshop. Subsequent Volumes will follow shortly. With the launch of *ATLAS Review* we expect to have adequately addressed the many inquiries we received in the last years about possibilities to get conference papers published.

Finally we also welcomed a number of new Special Interest Groups (SIG) on 'Dark Tourism', on 'Heritage tourism' and a third one on 'Space, Place, and Mobilities in Tourism'. SIGs have always been very instrumental towards achieving the goals of ATLAS and I am very happy that our call for new SIGs has been answered.

However, a number of things have not yet materialized. Webinars, the initiation of ATLAS Middle-East 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 Copenhagen 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 all conference, workshop and SIG organisers and Board members. Your enthusiasm and contributions are crucial for the future of ATLAS

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Chair of ATLAS
September 2018

Destination Dynamics: On the unintended, unexpected and indeterminate

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Introduction

One day last year I took my son and his friend to watch the arrival of a very large cruise ship sailing into Dunedin. There were other Dunedin families with the same idea – a bunch of us at the end of the beach, only metres away from the shipping channel as the cruise ship came past. The passengers came out onto their decks to look at the destination they were coming into. It was their first ‘landing’ in New Zealand and they seemed very excited - they waved at us and we waved at them. I’m not sure whether the tears that welled up in my eyes were because of the sheer size of the thing, or whether it was because this moment of ‘welcome’ was charged with intensities so that ‘a new kind of “we” opened up... charging the social with lines of potential’ (Stewart, 2007: 11). We hadn’t gone to the beach with the particular intention of waving a welcome – we didn’t know that we would end up so close to the ship, or that the passengers would be out on their balconies. It was an unplanned and unexpected ‘happening’ of welcome. Of course, from the highly regulated position of the cruise ship, we posed a threat. We might have gone there to protest against cruise ships; we might have been standing there with banners. As an unintended aspect of the passengers’ experience that day, we were an uninvited and untidy ‘guest’.

In this talk I tell stories of ‘happenings’ in order to pull into view some of tourism’s more ‘untidy guests’ (Veijola *et al.*, 2014) in the form of the unintended, unexpected and indeterminate. I do so in order to disturb the managerial order of things a little and, in particular, the management-oriented desire to be able to plan and control for knowable/predictable, or at least probable, outcomes. It seems at times that the more we try to manage and control, the more things seem to be spinning out of control, thereby leading to an ever stronger sense of obligation to calculate ‘probable’ costs and benefits to certain entities or bodies at stake and to speak a language of *knowing what to do*. This approach tends, though, to rely on the kind of over-simplifying “summing up” that has become the hallmark of modern knowledge’ (Tsing, 2015:33), which, as Veijola *et al.* (2014) suggest, takes ‘reality to exist through clear-cut and self-subsistent beings, subjects and categories’ (p. 4). Instead, Ren, Van der Duim and Jóhannesson (2015) call for tourism scholars to expand the field of our attention to include the ‘multiple orderings’ which make up the ‘continuous becoming of society and space’ (p. 241), as well as to ‘slow down’ in our ways of knowing and thinking about tourism. ‘Slowing down’, they suggest, may provide the opportunity to arouse a slightly different awareness, and thus open up alternative spaces for critique.

In this talk, in the hope of arousing a *slightly different awareness*, I interweave some stories of happenings in destinations to bring the unintended, unexpected and indeterminate texture of destination dynamics to the fore. This then prompts a re-appreciation of the messy entanglements, or what Crouch (2010) calls the play of spacetime, where multiple stories run alongside one another – sometimes connecting and becoming enmeshed, and sometimes not. Whilst these messy entanglements might usually be considered “trouble”, my stories highlight how thinking *with* the unintended, unexpected and indeterminate as tools for “staying with the trouble” (Haraway, 2016) might open up new ways of understanding entanglements in destination dynamics.

On the Unintended, Unexpected and Indeterminate

There are different ways of viewing 'the unintended'. One way is to see it as the failure of intention, where intentions go wrong and therefore result in 'the unintended', and another way is to see the unintended as an 'opening', as a space full of generative possibility. Alexander Grit sees the unintended as an opening in his chapter in the book *'Disruptive Tourism and its Untidy Guests'* (Veijola *et al.*, 2014). Grit talks about a museum he visited in the Netherlands as an overly intended space because 'the configuration as developed by the museum curator does not allow for unintended interactions' (p. 125). Grit (2014) tells the story of how he became an 'untidy guest' in the museum, creating a kind of friction because he 'had the desire to connect with the museum space in a different way than the curator and other visitors had intended' (p. 124). When he did so, others became angry with him, and, employing Peta Malins notions of healthy and sick spaces, he describes the museum as a sick space, because sick spaces 'reduce each body's power to act and its potential to go on forming new relations' (Grit, 2014: 127).

Whilst there are many tourism destinations which could be described as 'sick spaces', my stories of happenings and encounters in destinations demonstrate that even in overly-intended tourism contexts, there is always a chance for the unintended to occur. Moreover, if a healthy space is one which is *less* intended, that is, if the unintended is a kind of opening to possibility, this raises the question of whether we can *design*, or *plan*, for the unintended. I might have thought that this idea was too much of an oxymoron until I experienced certain aspects of post-earthquake Christchurch. In 2013, less than 2 years on from a series of devastating earthquakes, Christchurch was placed in the Lonely Planet's top ten destinations in the world, seemingly because of the narrative of improvisation, creativity and renewal which gained momentum through the regeneration of the city (Tucker, Shelton and Bae, 2016). Many temporary projects such as *Gap Filler*, *Greening the Rubble*, *Street Art* and the *Pallet Pavilion* 'popped up' in the empty spaces left after large inner-city buildings had been demolished. These projects provided activities and points of interest, and soon became stops on guided tours of the city. They included giant outdoor 'board games', a live music venue with a stage built entirely out of wooden pallets, a 'sound-garden' made from demolition debris, and also a *Festival of Transitional Architecture* was started. While the notion of transition itself is seldom considered to be a potential *object* of tourist interest, it was as though *change* itself became the tourism attraction of Christchurch. Improvisation and invention took precedence over intention, and these pop-up attractions, untidily emerging among the rubble, were sites loaded with generative possibilities and hope (Tucker, Shelton and Bae 2016; Tucker and Shelton, 2018). Moreover, these pop-up projects were 'healthy' spaces rather than overly-intended 'sick' spaces, and were seemingly designed to be open to the generative possibilities of unexpected, serendipitous encounters.

Related to the unexpected, I refer to Tim Ingold, in his book *'Being Alive'* (2011), where he talks about time as the important fourth dimension to be added to the three of space, suggesting that 'time is to space as dynamic is to static, lively to lifeless, open to closed, becoming to being and so on' (p.142). When thinking about destination dynamics, it would seem important to think about this fourth dimension, in terms of how 'time' throws things up, or not, although for Ingold, this isn't time per se, but rather it is life, or 'being alive'. Some unexpected things that time 'throws up' are considered positive, whilst other unexpected happenings are more befitting of the term "accident". Either way, they are unfolding moments of chance, which Kathleen Stewart (2007: 2) refers to as the 'continual motion of relations, scenes, contingencies, and emergences. They're things that *happen*'.

The notion of serendipity in relation to tourism first captured my interest quite some time ago, as what many of the tourists I encountered during my PhD research in Turkey seemed to enjoy more than anything were happenings which were unexpected or serendipitous. I wrote then about how those 'backpacker' tourists travelled in such a way as to open themselves up to

unplanned and unexpected occurrences and encounters, for example by hitchhiking or taking local buses. I wrote that they 'do not want their experiences in places they visit to be completely predictable and controllable', but rather they 'want those places to *speak back to them*, to surprise them, to challenge them' (Tucker, 2003: 67). This links again to the notion of avoiding over-regulated, or over-intended, places and types of travel, and Grit terms this 'hospity', which is 'experience within spaces of hospitality which is not defined yet; the host-guest relationship and interactions are not pre-given' (2014:132). However, Grit suggests that serendipity in tourism and hospitality contexts is more a state of mind that *just luck*. Referring to a definition of serendipity as being 'the art of making an unsought finding', Grit argues that serendipities 'do not just happen by luck, but, for their becoming, require a keen eye and a responsive attitude' (p. 133).

In thinking about the unexpected in relation to destination dynamics, however, it may be that Grit's and my own earlier ideas about serendipity contain too much *intentionality* surrounding serendipity. In other words, they suggest that serendipity has to be somehow intended, rather than it belonging to the unintended. In my consideration of destination dynamics in this talk, though, I suggest that chance-based moments do not occur *only* for some particular tourists who have 'a keen eye and a responsive attitude', nor do they operate in opposition to somehow more 'formal' or regulated forms of tourism. Indeed, when I was doing participant observation on Chinese tour buses around New Zealand earlier this year, a sector of tourism usually associated with conformity and risk-avoidance, I observed that the tourists seemed to be more 'alive' when things happened by chance or when they encountered the unexpected.

Indeed, chance-based moments have the potential to infiltrate any kind of touristic encounter. Even without any actual *search* for serendipity, and without any explicit 'open-ness' to unsought finding on the part of tourists, due to what Crouch (2010:24) has called the 'vitalism of things', there are always 'happenings' going on, when we can taste 'the surprising force of unexpected concurrences' (Tsing, 2015:206). According to Stewart (2007:1) this is when '*Something* throws itself together in a moment as an event and a sensation; a something both animated and inhabitable'. Stewart (2007) continues that we should ask about such moments 'not what they might mean in an order of representations, or whether they are good or bad in an overarching scheme of things, but *where they might go*.'

The question of *where they might go* then takes me onto the matter of indeterminacy, and here I refer to the recent work of Adam Doering and Jasmine Zhang (2018) who, drawing on the work of Jean-Luc Nancy, invite us to view 'the world' as an expansive force, more like a growing or happening, rather than a mechanical object to be managed. Viewing the world in this way, Doering and Zhang argue, explains that any event or happening can never be fully managed or controlled, because 'one can neither know or predict in advance what may or may not emerge from the event' (p. 233). In the words of Anna Tsing (2015: 46), 'Encounters are, by their nature, indeterminate; we are unpredictably transformed'. Relatedly, Kathleen Stewart's (2007) focus on 'ordinary affects' reminds us that anything that 'happens' is not available for judging whether it is 'good' or 'bad' in an overarching scheme of things, but rather, happenings are significant because of 'what potential modes of knowing, relating, and attending to things' are set in motion by them (p. 2). Referring back to the management-orientation in tourism, therefore, because we can never quite know what may be set in motion, nor what may or may not emerge, we should never feel quite sure that our response or action is the right one.

Conclusion

In this paper, my stories are aimed at understanding destinations as teeming with multiple stories – sometimes connecting and sometimes not, their entanglements comprising 'an ever-ravelling and unravelling relational meshwork' (Ingold, 2011: 142). Importantly, then, as Tsing reminds us, 'Any attempt at definitive *untangling*... is likely to lose the point' (2015: 52). Rather than attempting an untangling, therefore, we need to open ourselves to the sheer messiness

of destination dynamics, to the ‘complex worlding’ (Haraway, 2016: 29) that goes on. Arousing awareness of these messy aspects, such as the unintended, unexpected and indeterminate, shows us that destination dynamics comprise the continuous *something coming together* which is not rooted in fixed or pre-determined conditions but rather in the new lines or threads which are set in motion. Furthermore, thinking *with* the entanglements of destination dynamics in this way highlights the important role of ‘time’ as the fourth dimension, or “as the very movement of creative becoming that ensures that for so long as life goes on, it will always forge ahead of our systematic and systemising attempts to hold it to account’ (Ingold, 2011: 142). This point resonates with Doering and Zhang’s (2018: 235) suggestion that ‘at a time when global capital endeavours to enclose everything into a measurable and manageable value’, we may do well to dwell a little longer in the unknown and acknowledge the responsibility of *not* completely knowing what “proper” action, or representation, might make the tourism world a better place.

Therefore, to refer back to Donna Haraway’s (2016) notion of “staying with the trouble”, the unintended, unexpected and indeterminate dynamics demonstrate that our capacity to respond does not come from already determined actions or intensions, nor from an attempt to calculate costs and benefits to particular parties. Our response-ability might rather come from our *really* attending to the ‘cacophony of troubled stories’ whose ‘interwoven rhythms perform a still lively temporal alternative to the unified progress-time we still long to obey’ (Tsing, 2015:34). Haraway (2016: 29) suggests that attending to such stories enhances our collective movement in complexity and thereby strengthens our response-abilities. That is why such stories matter. And that is why we may need to re-learn the arts of ‘noticing’ in the field of tourism if we are to conceive of destination dynamics, and indeed tourism in general, in new and creative ways. To moving away from the kind of simplified “summing up” accounts of tourism that we have become used to, we may need to turn our attention instead to the kinds of encounters and happenings which may not have obvious meaning, but which do nonetheless *matter*. The unintended, unexpected and indeterminate matter because they allow us to dwell in the “healthy space” of uncertainty, where we might redirect our attention away from what is certain or probable and towards openings, potentialities and what is possible.

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Destination Cork: A New Frontier for the Culinary Curious Tourist

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Abstract

Food is an important aspect in creating tourism destinations and can be perceived as an immensely influential attraction for tourism. There are excellent examples of destinations that brand themselves through food tourism, using this special-interest area as a strategy to develop regional tourism and, ultimately, increase tourist numbers. However, not all destinations use food tourism as a strategic branding strategy. One such example is Cork in the south of Ireland. While having an excellent food offering, food is not a primary tourism activity in the region's destination branding strategy.

The purpose of this research is to investigate the feasibility of branding Cork as a food tourism destination, using a collective, joined-up thinking approach, involving the regional food tourism stakeholders. By studying the literature review, a set of indicators were collected which relate to each of the factors affecting food tourism branding for Cork. The researchers adopted a qualitative research approach involving both primary and secondary data. The primary research undertaken in this study consisted of twelve in-depth interviews with selected regional food tourism stakeholders in Cork. This semi-structured interview schedule was selected as it was believed to be the most appropriate way to capture data from the contributors, enabling a more in-depth understanding of the research study. Thematic analysis frames the study. Themes were induced from the interview schedule which helped to develop Meta themes which were organised and categorised into relevant themes and sub-themes.

The findings of the empirical data were analysed and discussed with the aid of a literature review on tourism, tourist motivations, culture, food tourism, food tourism networks and branding. Based on the analysis, the researchers focused on answering the main research question: Is Cork capable of developing and harnessing a collective food tourism branding proposition, supported by the fragmented local tourism stakeholders?

The findings indicate that food can help Cork to attract much sought-after culinary curious tourists, with the experience of food being their main motivation for travel¹. Other destinations such as Spain, New Zealand, and many other countries and regions worldwide have, in recent years, developed a food culture identity by branding their cuisine and creating a travel culture. Culture, food brands, branding and education, were identified in this study as main factors that influence a successful food tourism branding proposition for destination Cork. From this research, it is evident that Cork has no co-ordinated food tourism proposition in the region. However, with a more collective response and sufficient destination branding initiatives, a strong food tourism brand can be created for the region. The gap in the collaborative thinking response was revealed, and recommendations are provided in this study.

¹ Fáilte Ireland estimates €2billion was spent in Ireland by overseas tourists and domestic holiday makers on food and drink in 2017, excluding that consumed in accommodation.

Introduction

There was a tradition of innovative and high-quality hospitality established in Cork long before there was food tourism. It has also been, for centuries, one of the most highly-producing agricultural locations in the world, with a wide variety of traditional artisan produce, livestock and products - Joe McNamee.

For millions of years, people have farmed, foraged and fished in Cork's lush green lands, ancient woodlands and hedgerows, clean rivers and seas. More recently, the connection between experience and culinary tourism has begun to expand in academic research, and local, regional food tourism offerings are recognised worldwide as providing a direct connection to a region's people, culture and history. Mykletun and Gyimóthy (2010) maintain that food has the ability to communicate a unique sense of place, and food tourism seeks to channel the immense global interest in food into experiences that are unique to a destination.

McPhee *et al.*, (2016) suggest that modern innovation patterns are emerging and transforming existing processes in the tourism industry. In response to recent tourism trends, destination tourism boards worldwide have evoked food tourism to create a unique image for their destinations (Lin *et al.*, 2011). Furthermore, Henderson (2009) advocates that, as well as being a key element in the branding of destinations, food tourism can also offer potential competitive advantages. Regional and traditional food are now essential product offerings for any tourism destination (Croce & Perri, 2010). This view is supported by recent research which identified food and culinary experiences as essential motivations for millennial travellers to take a trip (Chen, 2017).

Cork has a distinctive food culture that links its history to its present activities, and food plays a significant part in Cork's identity within the county. According to Ó Conghaile (2016), Cork is 'the Foodie Capital of Ireland'. With its fertile agricultural land and extensive East to West coastline, the county has established itself as a place of quality for food, but, unfortunately, it has been slow to capitalise on this, due to the lack of an all-encompassing, collective joined-up thinking approach for the region. Mirtaghiyan *et al.*, (2013) highlights the significant role that food plays in creating tourist places and destinations and considers it to be a potential, positive attraction in tourism. However, there is limited research on how food tourism, as a primary regional activity, can contribute to the visitor experience in Cork. There are currently numerous key organisations with stakeholder responsibility for food and tourism development in this region. These stakeholders all tend to work in geographical isolation, with no consolidated focus or co-ordinated approach on branding Cork as a food tourism destination worldwide.

The paramount aim of this research is to assess if Cork has the capability to develop and harness a collaborative food tourism branding proposition, supported by the local tourism stakeholders. For the purpose of the research, this exploratory study focuses on the main stakeholder groups involved in developing tourism in the Cork region. The participants comprised of the regional tourism task force responsible for the implementation of the 'Growing Tourism in Cork' collective strategy, government regional stakeholders, food critics, restaurateurs and food producers. The intention was to gather varying viewpoints and opinions for this research to identify if there were common perspectives to enable development of a collaborative food tourism proposition for the region. The findings of this study will provide a clear understanding of the regional food tourism offering in the Cork region, while also identifying gaps in the culinary tourist proposition.

Literature Review

Yi-Chin *et al.*, (2011) acknowledge that food acts as a form of destination identity and Lane (2009) concurs that food allows destinations to differentiate themselves and to broaden their market bases. More and more new destinations and trends are developing to satisfy this new preference of tourism (López-Guzmán *et al.*, 2009). Destinations need to present a strong local food and drink offering with good local ingredients and customs, served to high standards (Fáilte Ireland, 2017). In this regard, O'Leary and Stafford (2013) connect with the view that Ireland's destination brand of natural and pure can be leveraged to develop it as a destination for tourists seeking experiences related to high quality, natural food products. There is a real opportunity to make Cork a 'famous for' and 'must visit' destination for both domestic and international visitors, by making the destination a tangible experience for tourists, leveraging the county's stand-out appeal in Ireland's Ancient East and the Wild Atlantic Way tourism offerings (Visit Cork, 2016).

According to Smith and Costello (2009), food is highly experiential for tourists and is viewed as being a significant and meaningful component of the travel experience. Cuellar *et al.*, (2015) support this suggesting that there is a robust link between tourism and experiential marketing. Due to increased global competition and visitor expectations, destinations need to differentiate their offerings in a meaningful way via experiential tourism by moving beyond the superficial to find meaning (Fáilte Ireland, 2014). In response to this Björk and Kauppinen-Räsänen (2016) confirm that local food attracts travellers and it contributes to the tourist experience, indicating a marketing potential for hospitality industries, tourism business and regional development.

The UNWTO (2012) notes that food tourism has become one of the fastest-growing segments of the tourism industry in the past decade as food has become a central part of the tourism experience for tourists. The food tourism market outperformed the overall Irish travel market between 2003 and 2007 (Mintel, 2009). According to Fáilte Ireland (2010), tourist expenditure in Ireland on food and drink in 2009 was close to €2 billion, representing the largest single component of individual visitor spending. The UNWTO (2016a) concur that over 80% of destinations worldwide value the potential of gastronomy to enhance the subsistence of local communities (UNWTO, 2016a).

Food experiences help destinations to brand and market themselves (OECD, 2012). Food can provide tourism experiences by developing the meal experience, linking culture and tourism, producing authentic foods and supporting local culture (Richards, 2012). More recently, the connection between experience and culinary tourism has begun to expand in literature. Chen and Huang (2015) acknowledge that food plays different roles in different stages of travel; in the pre-travel stage, food tourism is not as important as during tourists' travel, as well as in their post-travel stage. In some instances, food is regarded as an essential part of the travel experience as it provides tourists with meaningful and agreeable pastimes (Sánchez-Cañizares and López-Guzmán, 2012).

One of the major recent trends in tourism is the tourist's quest for culture and tradition (UNWTO, 2012). A further study undertaken by the UNWTO (2016b) revealed the relationship between food and culture as being a major motivation for travellers, making it a great catalyst for sustainable tourism, as gastronomy tourism brings out the most authentic features of destinations. The relationship between food and culture is paramount because by exploring new food, tourists can explore new cultures and lifestyles (Chang and Hsieh, 2006). Food entwines with the social, natural and cultural characteristics of a specific place and is firmly connected to the location, making it play a crucial role in a destinations identity, (Lin *et al.*, 2011). These findings offer a new dimension to examine the 'new' tourism landscape, responding to Jamal and Kim's (2005:60) plea that new perspectives, new understandings and new definitions are required to address the increase in cultural consumption and mobility of

tourists. According to the new Cultural and Creative Cities Monitor (European Union, 2017), Cork was placed first across 155 European ranked cities for 'cultural vibrancy' - the cultural 'pulse' which measures cities regarding cultural infrastructure and participation in culture. Cork is a multicultural city that was also the European Capital of Culture in 2005, attracting over one million people, seven times the city's population, to official events (European Union, 2017).

Tourism is complicated in the fact that it comprises a diverse range of stakeholders; all of whom have different individual aspirations of what they hope to achieve from it (Holden, 2016). However, Eriksen and Sundbo (2015) maintain that a critical success factor for local food and tourism innovation is the development, co-ordination and collaboration of entrepreneurial networks by using common strategies. The Irish Academy of Hospitality and Tourism concurs that optimally performing food tourism networks play a critical role in establishing popular food tourism destinations which, in turn, attract increasing numbers of food tourists (thea.ie). Wheeler *et al.*, (2010) suggests that sustainable brands are those that develop organically, driven by the values of local communities and networks, rather than externally being imposed upon a destination. In this regard, **Mirna and Igor (2016) caution that** destination branding requires long-term engagement, and it needs to synergise with major stakeholders.

Methodology

As the purpose of the study was to assess if Cork has the capability to develop and harness a collaborative food tourism branding proposition, supported by the fragmented local tourism stakeholders, this study applied a post-positivistic qualitative research approach to forensically assess the food tourism concept and to answer the main research question: Is Cork capable of developing and harnessing a collective food tourism branding proposition, supported by the existing local tourism stakeholders? The rationale behind selecting this research approach was to ensure a level of objectivity in the researcher's interpretation and use of the data that was acquired. By applying this inductive approach, the researchers required extensive use of quotes, presentation of themes, and interpretive representation from the contributors' perspectives. Furthermore, this enabled the researchers to assemble common elements and be able to create thematic analysis to frame the study.

The primary effort consisted of undertaking twelve in-depth interviews - eleven of these were face to face interviews together with one telephone interview due to the location of this particular participant. Contributors in this study were stakeholders and all were well placed to provide valuable contributions on the regional food tourism concept for Cork. The rationale for taking this perspective from such a diverse audience of stakeholders (from producer to government body) was due to the relevance of the views of each of the participants towards the overall objective of the study. The researchers could potentially evaluate the current level of unity/disunity between the stakeholders that are positioned to deliver an overall food destination experience.

The interviews were semi-structured in nature, as the researchers held this to be the most appropriate means to capture data from the contributors, thus enabling the gathering of in-depth quality data. Interesting and relevant themes emerged from the wealth of data gathered from the interview schedule. This data was carefully coded and this helped to develop four meta themes which were organised and categorised into related themes and sub-themes. The meta themes that emerged from the empirical data were analysed and discussed while being cognisant of existing literature on Irish tourism, tourist motivations, culture, food tourism, food tourism networks and branding.

Main Research Findings

A key element of the approach taken in theory building within this study was to evaluate the level of collaboration and unity of purpose amongst each participant. The results from this study identified four themes from the stakeholders' perspective; 'successful food destination brands', 'food tourism as a competitive space', 'Cork as a food tourism destination' and 'food tourism networks in Cork'. Subsequently, nine themes and twelve sub-themes emerged for the researchers from these four meta themes. Results from each of these meta themes are presented here.

Successful Food Destination Brands

The results from the findings in this study identified the food destination brands that stood out for the interviewees both domestically and worldwide using the dimensions of high visibility and profile, from a food tourism perspective. This research found that 66% of the interviewees selected destinations within Cork as successful food destination brands. "Everywhere we go, when people talk about Cork, the English Market is always mentioned". This research further identified successful food destinations internationally with 33% of the interviewees highlighting destinations such as Spain and New Zealand. One interviewee maintained that New Zealand has had tremendous success becoming a food tourism destination through the implementation of PR strategies around their food sector. "They spent five years flying in journalists and showing off their food sector, what they could make of it, and that started to take effect, and within ten years, they were the number one food tourism destination in the world". Spain was selected by 16% of the 12 participants as being a successful food tourism destination internationally. Notably, San Sebastián, located on the Bay of Biscay in northern Spain's Basque Country. One of the interviewees articulated that Spain has recently increased its appeal to visitors by the way they market their culinary offerings. "Spain in recent years has very much upped its culinary game, and so, places like San Sebastián, did a superb job of marketing itself as a food destination".

Furthermore, this study found that the image projected of Cork will be a defining factor on the acceptance of the brand by potential culinary tourists. "We need to change the image of Cork. We know that we are great in our food production and our pastures, but we need to paint the picture for other people to come who don't know this". Pursuant to this finding the researchers identified culture as a paramount differentiating factor that influences successful destination brands, both domestically and internationally with 33% of the participants noting its importance. "... Paris was just the experience you have. Then you have the café bars, the crepes. It was a real part of the culture there".

In relation to food brands offering synergies with food destination branding, 25% of the contributors maintained that food brands and industries could help to enhance and develop the branding of Cork as a food tourism destination. One of the participants of the study endorsed this view citing the example of West Cork, where food brands have been the foundation of developing the region from a food perspective. "I think West Cork was very key initially, and I think what they did very well, was firstly get the food brands all working together". However, in relation to this form of synergy, regional disparities also emerged from this research. One participant, in contrast to the other interviewees, revealed that he would not be as convinced about the interior of Cork. There are international food brands located in North Cork, however food tourism is not pushed there aligning it with other areas in the region. "I drive through places like Mitchelstown regularly, and you wouldn't get a sense of high food being pushed hard in that sense. Even, though there are strong brands there".

Food Tourism as a Competitive Space

The findings from this study show that 83% of the interviewees maintain that domestically in Ireland, food tourism is a competitive space. However, the research exposed a potential space for Cork in the food tourism sector, due to it having a unique offering. The researchers categorised the findings from this section of the research into four different themes; 'price', 'quality of product', 'authenticity' and 'ancillary offerings'. In this regard one interviewee maintained that for the Cork region to remain competitive, the food tourism experience needs to be unique and authentic for visitors. "You need to catch tourists when they are here; you need to create something that is unique to the location, to Cork".

Another participant highlighted that the tourist offering is more complex in Ireland because of the climate. He further suggested that food can successfully be part of the tourist offering as it aligns with the other ancillary offerings. "Take a country like Ireland, for example, where you are never going to have a sun, sea and sangria holiday. The tourist offering is more complex. Its activity based, it's heritage based, it's culture based, and food is becoming seen more and more as part of that". This study found that, in total, 25% of the 12 interviewees viewed beverages, as an important additional complementary food tourism offering. "It's not just about the farm to fork piece. There is a need to look at food and beverages together, as they are just such vast areas of growth for the region".

Cork: A Food Tourism Destination

The study shows that Cork is viewed by the interviewees as a beautiful location with great natural resources, a diversity of products and strong food brands and it is a region that has a great tradition of innovative hospitality. One of the contributors informed the study that from a food tourism perspective, Cork as a region offers a winning combination in terms of its landscape. "In North Cork, you are stretching right across the Golden Vale. You have that richness of pasture land whether it's cattle grazing, sheep grazing, goats grazing, whether it's breeding deer to provide venison on the table. We also have an abundance of great seafood coming to shore in our harbours".

The interviewees identified various special and unique factors that affect food tourism success in Cork. The researchers classed these unique regional factors into the following sub-themes; 'raw materials', 'landscape', 'stakeholder networks' and 'Irish hospitality'. According to the contributors to the study these factors influence success from a food tourism perspective in their respective regions. The landscape of Cork was viewed by 25% of the interviewees as a unique factor. "We are quite fortunate in Cork to have such a huge coastline but also to have very vast rich green pastures as well, so it gives us a real suite of things to choose from". A further 25% of the interviewees selected stakeholder networks as a factor that influences tourism success in the Cork region. "Visit Cork' is a relatively new organisation. We have been tasked with developing a sales and marketing plan for Cork and to encourage people to work collectively together".

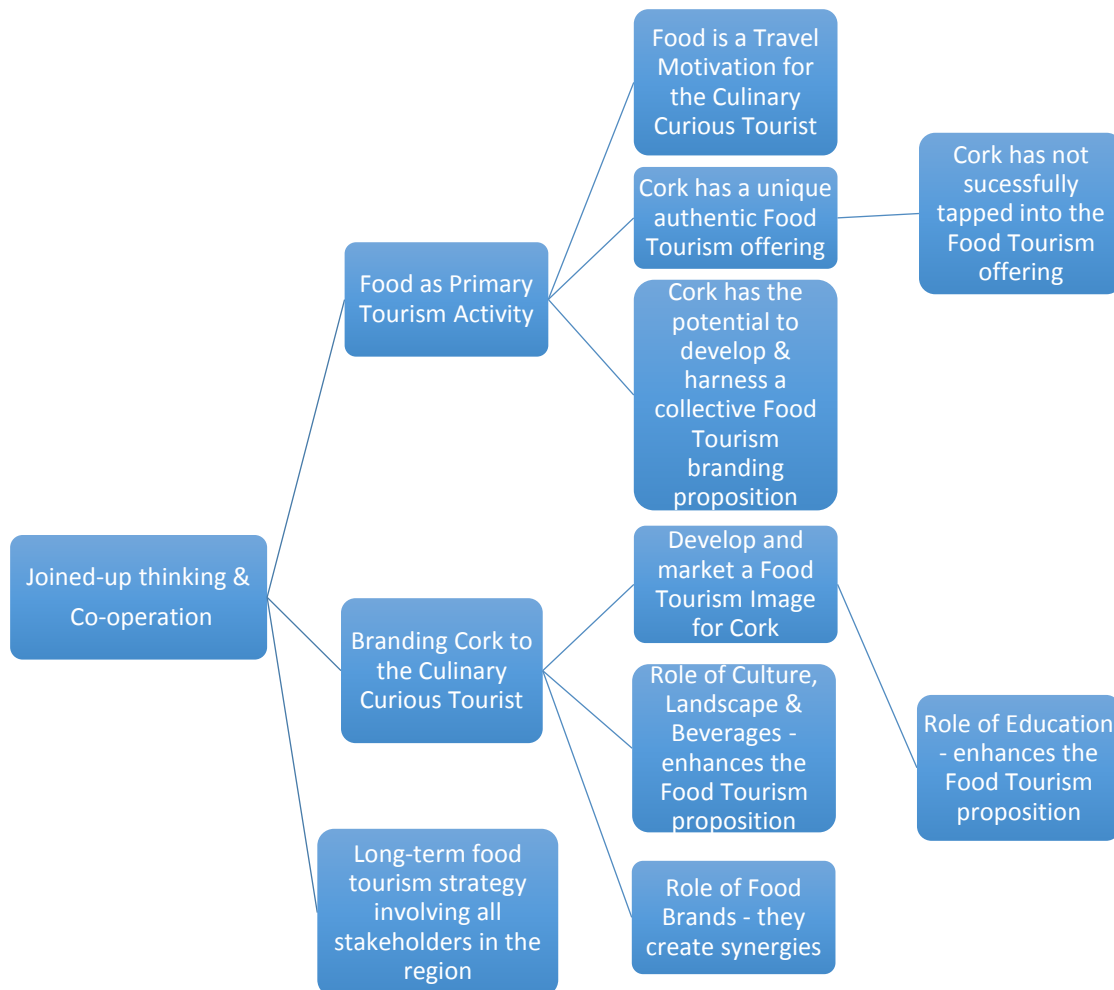
The findings from the interviews show that all of the interviewees of this study help to promote food tourism within their regions in Cork. They achieve this in various ways and at different capacities. Four key sub-themes emerged from the findings in the interviews in relation to improvement areas for the future success of Cork food tourism; 'image', 'marketing & branding', 'education' and 'collaboration'. The research found that 41% of the 12 participants believe that collectively working together and creating a long-term view would aid promoting food tourism in Cork. "I like the idea of identifying that we are here to do this, to agree on its method, and then start trying to develop the infrastructure around that". In the areas of marketing and branding 25% of the interviewees expressed the view that these are important factors that would aid the future success of food tourism in the Cork region.

Food Tourism Networks in Cork

The findings in this section show the extent to which the contributors co-operate and interact with each other in the region. The findings indicate that 83% of the interviewees maintained that co-operation and interaction existed to some extent but a lot more could be done relating to this area of food tourism, in the Cork region. “There is probably a lot more we can do. Again, I think a lot of the time food producers are so focused on producing their food and getting it to market, and that’s what their priority should be. But the tourism piece comes as secondary”.

Furthermore, the research found that 25% of the interviewees, believed that the level of co-operation and interaction varied depending on the different geographic regions in the county. “I think businesses are very good at co-operating on an immediate locality level if that makes sense. They are very good at engaging with their own town but there is probably a bit of a disconnect between West Cork to North Cork and East Cork, so, it is trying to bridge that gap a little and develop more of a network across the county”. One interviewee highlighted the importance of the introduction of the Taste Cork initiative and how it has helped benefit collaboration in Cork since its inception. “... look at initiatives like Taste Cork and see the benefits of collaboration and coming in under a strong brand identity”. These findings expose the need for additional interaction and learning in food tourism across the region, through further collaboration on events and bringing businesses together in the industry.

Figure 1: Summary Framework of the Main Research Findings



Discussion & Recommendations

Supporting Long (2014), this research observes that food is a valuable attraction and tourism resource for exploration. This new research reveals that Cork has not fully capitalised on the opportunity to brand the regions complete food offering when one compares Cork to some of the other destinations mentioned in the literature review. Despite the protestations as to the importance of branding from many of the interviewees, the study shows that 75% do not believe that Cork has successfully tapped into the food tourism product offering. This finding is a high percentage and is a cause for concern, due to the immense current expenditure in the food tourism sector in Ireland (Fáilte Ireland, 2010) and, moreover, it highlights the potential of branding the region collectively to culinary tourists.

Culture and Ancillary Offerings

According to Wilson (2013), Cork revels in its reputation as a champion of fine food and drink and regards itself as the nation's only guardian of Celtic culture. In line with Sengal *et al.*, (2015), this current study notes that culture is an important aspect that supports destinations to become unique in their tourist offerings. Pursuant to this finding from the interviews, the researchers identified culture as a paramount differentiating factor that will influence the successful destination branding of Cork, both domestically and internationally. This finding highlights the significant role that culture and other ancillary offerings will play in the development of Cork, as a new choice of food tourism destination. The current research discloses that these ancillary tourism offerings have developed due to global megatrends across the food tourism sector. Food is now a motivation for travel and is also an expression of the culture of a place. This is further testament to the compelling and distinctive new opportunities that now exist for the food tourism industry. This research has exposed the importance of focusing on these key differentiating factors that will enable Cork to develop a food destination brand that can help the region strengthen and sustain regional competitiveness, making it more recognised as an international food tourism destination. The study has found that 33% of the interviewees believed that food should come as a suite of tourist offerings, and not just as an isolated product.

Collective and Joined-up thinking

The current research has found that Cork has the capability to effectively develop and harness a collective food tourism proposition. The research recommends further strategic co-operation, interaction and joined-up thinking between the food tourism stakeholders in the region. The interview findings and their subsequent analysis in this study identified that there is no collective primary focus on food being an attraction for exploration in Cork, by the key tourism stakeholders in the region. This research disconfirms that there is currently adequate joined-up thinking between the food and tourism stakeholders in Cork. Supporting Eriksen and Sundbo (2015), this finding emphasises the need for all food tourism stakeholders in the region to work more as a 'collective' unit, in the co-ordination and collaboration of their efforts, as it is a critical success factor for food and tourism innovation in a wider regional context. Pursuant to this finding, the research further revealed that circa 41% of the interviewees posited that collaboration with a long-term view would aid the promotion of food tourism in Cork. The findings disconfirm that the regional food and tourism stakeholders in Cork view food as a primary tourism activity. In contrast to this finding, food is perceived as an essential part of travel experience by established commentators (Sánchez-Cañizares and López-Guzmán, 2012). Culinary curious tourists exist, and various countries and regions worldwide brand themselves successfully to this tourist demographic. Therefore, the evidence does support the effectiveness of a collective approach on this matter.

The case does exist to successfully brand Cork as a food tourism destination, as the region possesses all the right ingredients to attract culinary curious tourists. The research proposes

that this tourism brand is supported and sustained by both the Wild Atlantic Way and the Ancient East international Irish tourism offerings. The Cork food tourism proposition can be leveraged by the fact that the region is a gateway to these two international tourist offerings, both of which are heavily marketed by Fáilte Ireland. The research advises that the current Cork tourism proposition 'Maritime Paradise' will not be an effective long-term destination brand that will lure culinary curious tourists as it does not fully embody the whole region, in relation to the geographical diversity of its tourism offerings. Therefore, from a food tourism perspective, the food tourism stakeholders in Cork should endeavour to further co-operate to further brand and position the region as a united food centre of excellence, under the 'Taste Cork' brand, thus enabling culinary tourists to be more exposed to the food destination offering in the region. This will involve working together to implement a collective food tourism proposition strategy for Cork².

Food Brand Image Strategy for Cork

This research recommends that the image projected of Cork in relation to its food tourism offering needs to be unique to the region. This will involve changing the way the region is currently promoted and ultimately perceived by current and potential tourists. The researchers maintain that this can be achieved by food being viewed by the key tourism stakeholders, as a primary tourism activity that can support other ancillary tourism offerings; rather than retaining its status as a secondary tourism activity. The researchers believe that more effort needs to be placed in positioning the Cork food destination branding to the culinary curious tourist, due to the importance of this special interest tourism, as highlighted in this study.

This research recommends that the multitude of internationally recognised Cork food brands and industries could aid a successful unified food tourism brand strategy for Cork. This approach would help to integrate Cork's food tourism offerings into a cohesive regional food tourism experience package. This strategy would help Cork to capitalise on regional strengths and capabilities, thus helping to leverage and further enhance the food tourism offering. Furthermore, the findings from the study reveal that the image projected of Cork will be a defining factor on the acceptance of the brand by potential culinary tourists.

Culinary Curious Tourist

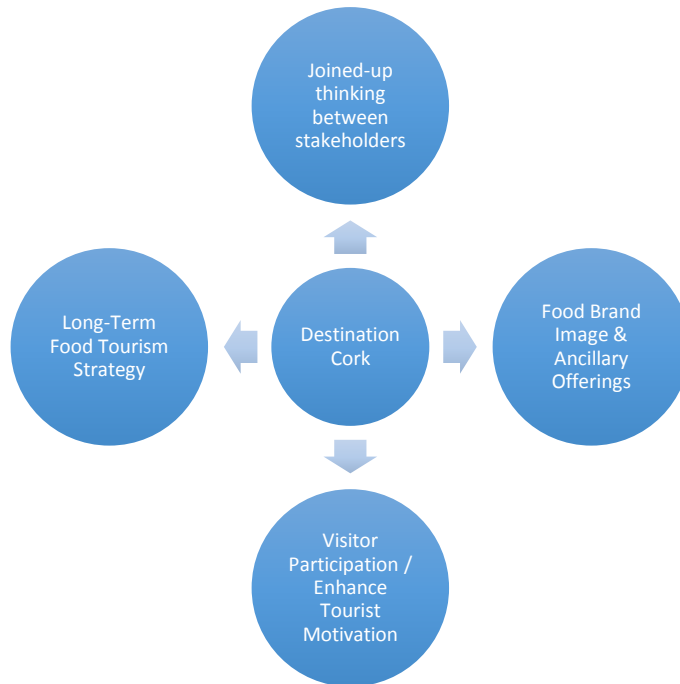
This research identified further research opportunities from the consumer-tourist perspective, with a specific focus on the food travel trends of the millennial generation. This new generation of worldwide tourists is fully immersed in new cultures, and they like to feast on local cuisine. As discovered in the research, this new travel demographic generation will be central to the future foundation of any food tourism strategy for Cork.

Destination Cork

The researchers identified key areas that need to be strategically developed to provide a clear branding strategy for Destination Cork. Figure 2, presents a model for developing a brand strategy for Cork as a food tourism destination. These key areas are derived from the findings in this research from the interviewees. This model emphasises the research findings and adds to the existing literature on destination branding in the context of Cork.

² Supported by the Failte Ireland Food and Drink Development Strategy 2018 – 2023.

Figure 2: Model for Branding Cork as a Food Tourism Destination



Conclusions

This research expands existing literature and represents an in-depth study focusing on Cork and the opportunities that a collective food tourism branding presents for this region. This research has helped to determine the current role of food in tourism in the Cork region. It has also identified Cork's unique regional factors that would help influence its success, from a food tourism perspective and further highlights how culture, landscape, education and other ancillary offerings - teamed up with a collective food branding strategy - can lead to a new culinary frontier for the region. This branding strategy can support the creation of a food tourism proposition for Cork that can help attract tourists that are culinary curious by nature.

Finally, conclusions from this research study confirm that the Cork region has not yet maximised its potential in branding the region as a food centre of excellence. This research study has further observed that culinary tourist motivations are different to mainstream tourists and the Cork region needs to further tap into this food tourism offering using a collaborative approach. This study can conclusively state that a further synergistic approach between all the food and tourism stakeholders in the region would help enhance a food tourism proposition that would contribute to strengthening and sustaining regional competitiveness for Cork.

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ATLAS members

September 2018

At the moment ATLAS has 175 members in 60 countries.

Argentina

Universidad del Salvador

Austria

Fachhochschule Kufstein
FH Joanneum GmbH
IMC University of Applied Sciences Krems

Belgium

Erasmushogeschool Brussel
SKALEG - Skål & ASG Limburg Expert Group
Thomas More Mechelen
Université Libre de Bruxelles
University of Leuven

Bolivia

Circulo de prensa turistica Bolivia

Botswana

University of Botswana

Brazil

Federal University of Pernambuco

Bulgaria

Sofia University "St. Kliment Ohridski"
University of Architecture, Civil Engineering
and Geodesy

Canada

Vancouver Island University

Chile

Universidad de La Frontera

China

Hong Kong Polytechnic University
Institute for Tourism Studies - IFT
Peking University
City University of Macau

Croatia

University of Rijeka
Institute for Tourism
University College of Management and Design
Aspira

Cyprus

Cyprus University of Technology

Czech Republic

Institut of Hospitality Management Prague
Masaryk University - FEA
University of Business in Prague
University of Economics Prague

Denmark

Aalborg University

Fiji Islands

University of the South Pacific

Finland

HAAGA-HELIA University of Applied Sciences
Lahti University of Applied Sciences
Lapland University of Applied Sciences
Novia University of Applied Sciences
South-Eastern Finland University of Applied
Sciences
University of Eastern Finland
University of Lapland

France

Université Paris 1 Panthéon-Sorbonne

Georgia

Iliia State University

Germany

Heilbronn University of Applied Sciences
Hochschule Harz
Karlshochschule International University

Greece

Alexander Technological Educational Institute
of Thessaloniki
University of the Aegean

Hungary

2q kkt
Budapest Metropolitan University
Károly Róbert Főiskola
University of Pannonia

India

Equations
Institute of Business Management

Ireland

Athlone Institute of Technology
Dublin Institute of Technology
Letterkenny Institute of Technology - LYIT
Ulster University
University of Limerick

Israel

Kinneret College on the Sea of Galilee
University of Haifa

Italy

Free University of Bolzano
IRISS – Institute for Research on Innovation
and Services for Development
OTIE - Observatory on Tourism in the
European Islands
SiTI - Sistemi Territoriali per l'Innovazione
Università Bocconi Milano
Università degli Studi di Bergamo
Università della Calabria

Kazakhstan

Kazakh Ablai khan University of International
Relations and World Languages

Kenya

Kisii University College
Moi University

Latvia

Vidzeme University of Applied Sciences

Macedonia

University "St. Kliment Ohridski"

Malaysia

Berjaya University College of Hospitality
University of Malaysia Sabah

Malta

EEC-ITIS Malta Tourism and Languages
Institute

Mexico

Autonomous University of Oaxaca "Benito
Juárez"
Universidad de las Américas Puebla

Mongolia

Mongolian University of Culture and Arts

Mozambique

Universidade Eduardo Mondlane

Nepal

The Nepal Trust

Netherlands

Breda University of Applied Sciences
HZ University of Applied Sciences
INHOLLAND University
RC50 - Research Committee International
Tourism of the ISA
Stenden University of applied science
Wageningen Environmental Research
Wageningen University
Zuyd University of Applied Sciences

New Zealand

University of Otago

Nigeria

Empire Travel Services Ltd
Michael Okpara University of Agriculture

Norway

Lillehammer University College
Telemark University College
University of Stavanger

Poland

Jagiellonian University
Poznan University of Physical Education
University of Economics Katowice
University of Lodz
Warsaw School of Tourism and Hospitality
Management

Portugal

ESHTE - Escola Superior de Hotelaria e
Turismo do Estoril
ISCET - Ins. Sup. Ciências Empr. Turismo
IPC - Instituto Politécnico de Coimbra
ISMAI - Instituto Universitario da Maia
Polytechnic Institute of Leiria
Polytechnic Institute of Viana do Castelo
Universidade de Aveiro
University of Lisbon
UTAD - Universidade de Tras-os-Montes e
Alto Douro

Romania

"Lucian Blaga" University of Sibiu
University "Stefan cel Mare" Suceava

Russia

National Research University - Higher School
of Economics in SPb
The Moscow Institute of Linguistics

Rwanda

University of Tourism, Technology and
Business Studies

São Tomé e Príncipe

Instituto Superior Politécnico

Serbia

The College of Hotel Management Belgrade

Singapore

National University of Singapore

Slovakia

Matej Bel University

Slovenia

University of Maribor

University of Primorska

South Africa

Cape Peninsula University of Technology

UNISA - University of South Africa

University of Johannesburg

University of KwaZulu-Natal

University of Pretoria

Spain

EUTDH - Escola Universitària de Turisme i
Direcció Hotelera

Ostelea School of Tourism & Hospitality

School of Tourism and Hospitality

Management Sant Ignasi

Universidad Complutense de Madrid

Universidad de Jaén

University of Deusto

University of Girona

University Rovira i Virgili

Sweden

Dalarna University

Linnaeus University

Mid Sweden University

Switzerland

Cesar Ritz Colleges

Les Roches-Gruyère University of Applied
Sciences

University of Geneva

Tanzania

College of African Wildlife Management,
Mweka

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

Dokuz Eylul University

Eastern Mediterranean University

Ozel Antalya International College of Tourism

Uganda

Jimmy Sekasi Institute of Catering

Kabale University

Makerere University

United Arab Emirates

Emirates Academy of Hospitality Management

Middlesex University Dubai

Skyline University College

Zayed University

United Kingdom

Bournemouth University

Canterbury Christ Church University

Cardiff Metropolitan University

Coventry University

Leeds Beckett University

London Metropolitan University

Manchester 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 Derby Buxton

University of East London

University of Gloucestershire

University of Greenwich

University of Lincoln

University of Surrey

University of Westminster

United States of America

Clemson University

ATLAS student members

At the moment ATLAS has 22 student members in 17 countries.

Cameroon

Eyong Ayuk Ako-Ebot - University of South Africa

Finland

Mercy E.A. Chang'a - University of Eastern Finland

France

Marie Faulon - Université Bordeaux-Montaigne

Germany

Gabriel Torres - Hochschule für Nachhaltige Entwicklung Eberswalde

Greece

Konstantinos Solakis – University of Seville

India

C. Ruthnaswamy - Pacific Academy of Higher Education & Research University

Italy

Maria Podestà - Politecnico Milan

Kenya

George Ariya - University of Eldoret

Stella Chepkurui Barsulai - Machakos University

Shirandula Duncan – Moi University

Nepal

Ashish Sedai - International College Parsa

Netherlands

Miranda Megens – Tilburg University

Shirley Nieuwland - Erasmus Universiteit Rotterdam

Portugal

Ivana Stevic - Universidade de Aveiro

Slovenia

Erena Marulc - Faculty of Commercial and Business Sciences Celje Slovenia

Spain

Bertha Ferrer Rosell - University of Lleida

Tanzania

Kezia Herman Martin Mkwizu - Open University of Tanzania

Turkey

Susan Etuwe Ajieh - Eastern Mediterranean University

Uganda

Simon Peter Kwesiga – Moi University

United Kingdom

Ana Lanzagorta - University of London City

Sian Newsome Magadza - Manchester Metropolitan University

Oscar Rodriguez Fernandez - University of East London

ATLAS Events

ATLAS Latin America conference 2018
New challenges of tourism
in heritage contexts
Oaxaca, Mexico
5-7 September, 2018



Following the success of the 1st ATLAS Latin America Conference 2017 organized by the Federal University of Pernambuco in Recife, Brazil, the second edition of the conference is launched, whose theme is: "New Challenges of Tourism in Heritage Contexts". Heritage tourism is a broad phenomenon, referring both to cultural and natural heritage and within cultural heritage including both its tangible and intangible expressions. Latin America constitutes a region where heritage tourism still represents a milestone for tourist activities. Millenary countries such as Mexico, Guatemala, Peru or Bolivia among others are worldwide acknowledged for their vast and superb archaeological record and colonial cities. Many Latin American countries also display astonishing biodiversity and natural landscapes together with a developed tourist industry as it happens in Costa Rica, Brazil or Mexico. Because of all this, heritage tourism is a priority segment in our countries in terms of number of visitors, as well as income and job creation. In addition, it plays a fundamental role in the conservation and restoration of the heritage assets of the region.

Within this framework, conservation of built heritage and natural reserves has got a strategic importance. The relationship between this urgent need of preservation and tourist activity will be addressed in this conference. As consequence, tourism remains the main discipline of this meeting, yet other adjacent disciplines such as architectural conservation, urban planning, conservation biology, ecology, applied anthropology and related sciences might present their own contributions to this interdisciplinary exchange. Despite the increasing relevance of event tourism, creative tourism or sun and sand tourism, heritage tourism still constitutes a major tourist resource in Latin America. Furthermore, these and other recent trends actually interact in many tourist contexts as it happens in the Mayan Riviera and other Caribbean destinations. Beyond the specific or regional interest of this conference, experiences from other areas of the world also have a space here. At the same time, it is expected that the Latin American experiences might contribute to a better understanding of these complex tourist dynamics.

Despite its regional success, heritage tourism presents important theoretical and practical challenges in its management. As already explained, architectural and urban topics play a relevant role: mass tourism in historical city centres, heritage degradation, traffic congestion, pollution and residues management and gentrification are only a few examples, all of which might produce negative impacts on the urban landscape. Social issues constitute another main theme for tourism in heritage contexts because conflicts concerning authenticity and respect/disrespect to indigenous communities, relationships between visitors and locals and conservation of intangible heritage are also in the main scenario for our discipline. Finally, natural heritage management also becomes a thematic axis for this conference based in the regional importance of this tourist component in many countries and areas of Latin America. Once said that social, natural and cultural aspects of heritage will be studied from a tourist perspective it is possible to state that the ultimate question of this vast array of topics relates to how to achieve sustainability while developing tourism within always fragile heritage contexts. According to all explained above, this conference seeks to become a forum for reflection and exchange on these and other challenges derived from tourism in heritage contexts whose analysis might provide new proposals and solutions in order to achieve a balance between heritage conservation and tourist activities.

ATLAS Annual Conference 2018
Destination Dynamics
Copenhagen, Denmark
26-28 September, 2018

Welcome to a dialogue about the places and people of tourism. During this conference, we explore tourism destinations as relational, intersectoral, collaborative, networked, hybrid, transnational and multiscalar endeavours. We expand on the connections between tourism and communities, value (co-)creation, rural and urban development, entrepreneurship and innovation as well as quality of life – to name just a few things. Essentially, we are interested in knowing more about how destinations change and how this relates to other parts of the social.

Welcome also to Copenhagen, a bustling Nordic capital experiencing increasing tourism numbers through a strong brand combining liveability, sustainability, food, design and diversity. Also, it is a destination which has declared war against “tourism as we know it” – at least in the newly launched and much-famed DMO strategy, Localhood. During the conference, we will get a first-hand look at how very different actors work together to develop tourism for the benefit of the destination, locals and tourist and also discuss the challenges and paradoxes ingrained in this ‘local’ tourism movement.

Lastly welcome to the home of TRU, the Tourism Research Unit at Aalborg University. As the heading for our research strategy, Destinations dynamics is a common denominator for the work and projects conducted under TRU. As hosts to the conference, TRU is committed to integrate the conference theme as a red thread throughout the keynotes, break-out sessions and general activities during the conference. We look forward to hosting you in our city and our university for some exciting days of sharing and co-creating new ways of understanding and engaging with Destination dynamics.

ATLAS Gastronomy and Tourism Research Group Meeting
Gastronomy and Tourism:
Reflections on local food consumption in urban and rural areas
Évora, Portugal
20-23 February, 2019

Food, gastronomy and tourism are considered a new area of academic interest (Maberly and Reid, 2014; Okumus et al., 2018) and a marker of social distinction (Okumus et al., 2018; Kim et al., 2009). Among the variety of research topics inside the area of tourism and gastronomy, local food consumption still needs further discussion. As highlighted in the literature, the consumption of local food is affected by a number of factors, destination environments, among others, being an example of a dimension that still needs to be discussed. Moreover, consumption of local food in rural and urban areas provides different perspectives in terms of environmental, social and cultural context. These challenges and perspectives suggest the need to reflect on the differences in how consumption of local food is influenced by the spatial context (rural and urban). Further, this meeting intends to reflect upon, discuss and open new avenues to enlighten researchers and practitioners by suggesting strategies and actions in order to preserve cultural and social authenticity for visitors during the process of their consumption of local food.

ATLAS Africa conference 2019
Tourism and Innovation
Kampala, Uganda
12-14 June, 2019



The growth and development of the travel and tourism industry has been characterised by countless innovations, which cut across the entire travel and tourism value chain. Conceptually, innovations can be sustaining, incremental, revolutionary, radical or transformational. Whereas sustaining or incremental innovations tend to strengthen and reinforce the existing structure and way of doing things in the industry, revolutionary or radical innovations seek for new ways of doing business. They can even be 'disruptive' in nature by for example creating new markets, networks, and a whole new range of tourism practices that, not only call for feelers to detect and if possible attune to these innovations, but also new modes of doing research and tourism business. More radical innovations should be well understood and require new skills and tools for adapting or knowing how to deal with the 'new tourist/client/consumer', as well as being sensitive to the enormous possibilities and opportunities that these innovations open up.

While innovation has become a buzzword in tourism practice, it is in many cases used without deeper reflection for anything that is moderately novel. In addition, scholarly work on innovation has been focusing on manufacturing industries and frequently has neglected the service sectors. Generally, the study of innovation in services and tourism in particular is still in its infancy and pioneering studies only appeared in the late 1990s. Given that many countries rely on tourism for their (economic) development, there is an urgent need to improve our understanding of innovativeness in this sector, not the least because innovative capability is a critical factor for industry evolution and survival in light of tight competition, rapid market change and the "contest for the tourist dollar". The ability to develop new products (goods or services), new organizational methods in business practices, workplace organization or external relations, and identifying new markets, through aligning strategic innovative orientation with innovative behaviours and processes may create competitive advantage for new destinations.

This international conference therefore, aims at sharing knowledge, ideas and experiences among academicians, policy makers, entrepreneurs, governments, private sector organisations and general community interested in travel and tourism.

Sub Themes

- Innovations in travel and tourism education and research
- Innovations in information technology
- Product and services innovations (inclusive tourism, green tourism, slow tourism, virtual tourism etc.)
- Managerial and institutional innovations in travel and tourism
- Determinants and driving forces of innovations in travel and tourism
- Collaboration and co-creation in the tourism industry
- Tourism innovations in developing economies
- Innovation and growth in the hospitality service industry
- Tourism and mobility innovations
- Tourism, innovations and markets
- Innovations in tourism, conservation and development
- Innovations in human resource development and management
- Innovations in Community Based Tourism

- Theorisation and conceptualisation of innovation in the tourism and hospitality industry/tourism innovation theories
- Tourism and digital transformations
- Search processes and knowledge sources for innovation in travel and tourism
- Implications and impacts of travel and tourism innovations
- Barriers to travel and tourism innovation
- Innovation and tourism policy

At the time of making this Reflection the following conferences have been initiated but not yet confirmed:

ATLAS Annual Conference 2019
University of Girona, Spain
October 2019

ATLAS Annual Conference 2020
Instituto Politécnico de Viana do Castelo, Portugal
October 2020

**Soon more information, please visit the ATLAS
homepage at:
www.atlas-euro.org**

ATLAS Special Interest Groups - Reports

The current SIGs (Special Interest Groups) are:

- Cultural Tourism
- Gastronomy and Tourism
- Cities and National Capital Tourism
- Volunteer Tourism
- Events
- Business Tourism
- Dark Tourism Research Group
- Heritage Tourism and Education Research Group
- Space, Place, Mobilities in Tourism Research Group

Cultural Tourism Research Group

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The ATLAS Cultural Tourism Group has been conducting research and organising special interest meetings on the relationship between culture and tourism since 1991, and therefore is the longest-standing ATLAS research group.

In 2018 the major activity of the group focussed on a special interest group meeting on “Participatory culture and new challenges for tourism: Responses to the challenges of mass cultural tourism” held in Barcelona.

The meeting was hosted by the Innovation and Dissemination Department (IDITUR) at Ostelea School of Tourism and Hospitality in Barcelona. A total of 29 papers were presented by the 35 participants, who were drawn from 13 different countries. The meeting aimed to address some of the pressing issues arising from the emergence of ‘mass cultural tourism’, particularly in cities with high concentrations of tangible heritage, such as Barcelona. Many papers concentrated on new cultural forms, media and spaces being occupied by tourism. One key emerging theme is the role of new media in the production and consumption of cultural tourism. Papers at the meeting included the use of web mapping technologies, Location-Aware Mobile Apps and social media to map and analyse cultural tourism and inform visitors.

Many papers also dealt with the important issue of visitor and resident engagement, because the implication of these stakeholders is vital in shaping new forms of cultural tourism and shifting cultural tourism consumption away from crowded central locations. Modes of engagement were examined in papers dealing with the production of souvenirs, the co-creation of cultural experiences with visitors (for example through creative tourism) and new times and spaces for cultural tourism. The latter included the extension of the Gaudí Route in Barcelona to Casa Vicens in the neighbourhood of Gràcia, the Palo Alto Market in Poble Nou and La Boqueria Market on the busy Ramblas.

Cultural events were also considered by a number of papers, and these have long been a means of extending and diversifying the cultural tourism product. Examples examined in the papers presented included the European Capital of Culture, Literary festivals and performances by Catalan ‘devils’ groups. Informal events, such as the development of ‘Party

Tourism' (a major challenge in popular cities such as Barcelona) and the resulting challenges of the night-time economy were also considered.

The presentations and the discussions surrounding them raised many different issues to be explored in the future work of the group. In view of the focus on the problems of cities such as Barcelona in dealing with 'overtourism', it is not surprising that many of these deal with the relationships between residents, tourists and culture, and how to improve and manage the experience of culture in cities.

Future activities of the group will include a publication from the Barcelona meeting, and a further meeting tentatively scheduled for the Spring of 2019 in Budapest. This may take the form of another joint meeting with the Cities Special Interest Group, following on from the successful meeting organised in Barcelona in 2013 (which resulted in the ATLAS publication *Reinventing the Local in Tourism: Producing, Consuming, and Negotiating Place*).

In terms of future research Melanie and Greg will be considering ways of linking the cultural tourism research to the Event Experiences Project, given the growing interest in different aspects of the cultural tourism experience. Developing comparative measures is important in understanding how different types of visitors and different forms of experience delivery and context affect the experience. Some initial work on this issue has already been conducted in Hungary and Hong.

The materials from the ATLAS Cultural Tourism Research Project are available for download from www.tram-research.com/atlas. This includes all the questionnaires and many of the different reports and publication produced by group members.

Gastronomy and Tourism Research Group

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The last ATLAS Tourism and Gastronomy Group had been organized in 2014 by ATLAS and the Polytechnic of Viana do Castelo, Portugal, with the theme "Regional Gastronomy: Between tradition and innovation". Nearly thirty papers were presented on the relationship between food and tourism, food as one of the key elements of tourism experience and tourists as one of the major markets for local and regional cuisine. Discussions were quite lively on what is it that tourists seek in regional gastronomy? Is it traditional food, the 'authentic', 'real' cuisine of a region, or is it increasingly the new, innovative aspects of food and gastronomy that draw the crowds? Which approach is best placed to secure the future of regional gastronomy – conservation or innovation?

After this meeting, Greg Richards passed on the coordination of the Group to Carlos Fernandes.

In 2018, an international expert meeting on "New approaches for providing customer experiences in gastronomy tourism" was organised by ATLAS and the University of Bergamo, Italy, from the 21st to 23rd of February of 2018. The meeting attracted 25 participants from countries including Portugal, Italy, Canada, Poland, Spain, Ireland, Denmark, Germany, China, Kenya, Romania. Twenty papers were presented on how a destination's gastronomy contributes to the quality of the visitors' experiences, how food providers develop augmented experiences, the implications on the process of product development at the destination, and creativity and innovation impact on food providers and tourist destinations. The meeting sought

to reflect on these topics, discuss ideas and develop new perspectives, strategies and practices to implement customer experience in gastronomy tourism. Several papers have been published in a special issue of the Journal of Gastronomy and Tourism.

The next Special Interest Meeting will take place in Évora, Portugal, between the 20th and 23rd of February of 2019. The theme will be “Gastronomy and Tourism: reflections on local food consumption in urban and rural areas” and organised by ATLAS and the University of Évora.

City and National Capitals Tourism SIG

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The City and National Capitals Tourism SIG was founded more than 10 years ago and has been very active in both research and publications during that time. Many thanks to Professor Robert Maitland for his hard work on this SIG over the years. In 2018, it was decided that the focus of the SIG and its Co-ordinator would change. It was discussed that the SIG would not only concentrate on capital cities but would be extended to all cities and urban environments. The suggested new name of this group would be the **Cities and Urban Tourism SIG**. At the present time, Melanie Smith has agreed to act as the Co-ordinator of this SIG but would welcome assistance from a Co-ordinator with a special interest in cities and urban research. It is hoped that the next SIG meeting will be held in Budapest in Spring 2019 with the likely themes of ‘Overtourism’, socio-cultural impacts and tourist-resident relationships in cities. There is also more scope for working on research relating to the night-time economy and ‘party’ tourism, which is causing considerable challenges for many cities in Europe. Closer working with the Cultural Tourism SIG could also be one of the future aims of this SIG, as there are considerable overlaps between the research interests of the two groups at present.

Events Research Group

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The Netherlands
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The work of the ATLAS Events Group continues to expand, particularly in terms of data collection and analysis on event experiences. Event experiences and experience design have been a key theme of the group since 2013, when a meeting on this theme was held in Portugal. Since then members of the group have been involved in collecting data from events in many different countries around the world. This work has supported a number of publications, a number of which have been collected in the volume *Experiencias turísticas de festivales y eventos* edited by Greg Richards and Agustín Ruíz Lanuza, published in 2017.

The 2017 meeting of the ATLAS Events Group was held in conjunction with the ATLAS Annual Conference in Viana do Castelo. A total of 30 delegates attended the meeting sessions, and 19 papers were presented. There was lively discussion about research approaches to event experiences, and in particular how to use and combine quantitative and qualitative data

sources. This event attracted wide range of papers related to event experiences, and also considerable discussion on the further development of the Event Experiences Scale.

The Event Experience Scale at different locations has not only provided very interesting comparative material, and has also stimulated a search for more flexible and shorter version of the scale. Work has also been done with a reduced scale at events and attractions in Hong Kong, which has emphasised the distinctive nature of experiences at attractions and events. The application of the EES to Carnival was also continued in 2018, with surveys being distributed in Brazil, Portugal and the Netherlands (see separate report below). Recent surveys have been carried out at other events in the Netherlands, including a major Jazz Festival.

A further meeting of the group will be staged in conjunction with the ATLAS Annual Conference in Copenhagen in September 2019. This meeting will be on the theme “Event platforms, networks and communities: making time and space to link people”. This has also proved a popular theme, with an even larger number of abstract submissions than in the previous year. There are plans to produce a publication from the meeting, which will be discussed in Copenhagen.

More information about the Events Group and its activities can be found on the Academia page: <https://independent.academia.edu/gregrichards/ATLAS-Events-Group>

Carnival and São João, longitudinal research, 2016-2018

Lénia Marques, Carla Borba, Juanita Willemsen, Andre Durand

As part of the ATLAS Events experience initiative, since 2016 a project on Carnival has been developing. In parallel, another popular event in the region of Pernambuco in Brazil, São João (Saint John), has also been studied.

Thanks to the hard work of the research assistants Juanita Willemsen and Andre Durand (see biographical notes below), and the support of the Erasmus University of Rotterdam, we are now starting to see some results of this longitudinal study which allows for different comparisons.

Carnival is a widely celebrated cultural phenomenon, which takes place on an annual basis in many countries across the globe. This ongoing study of cultural events has focused on Carnival in Brazil, Portugal, Spain, France, Italy, the Netherlands, Hungary, Greece, and other countries (so far less represented in our current sample). São João is also a popular event in the Northeast of Brazil, which allows for interesting comparisons.

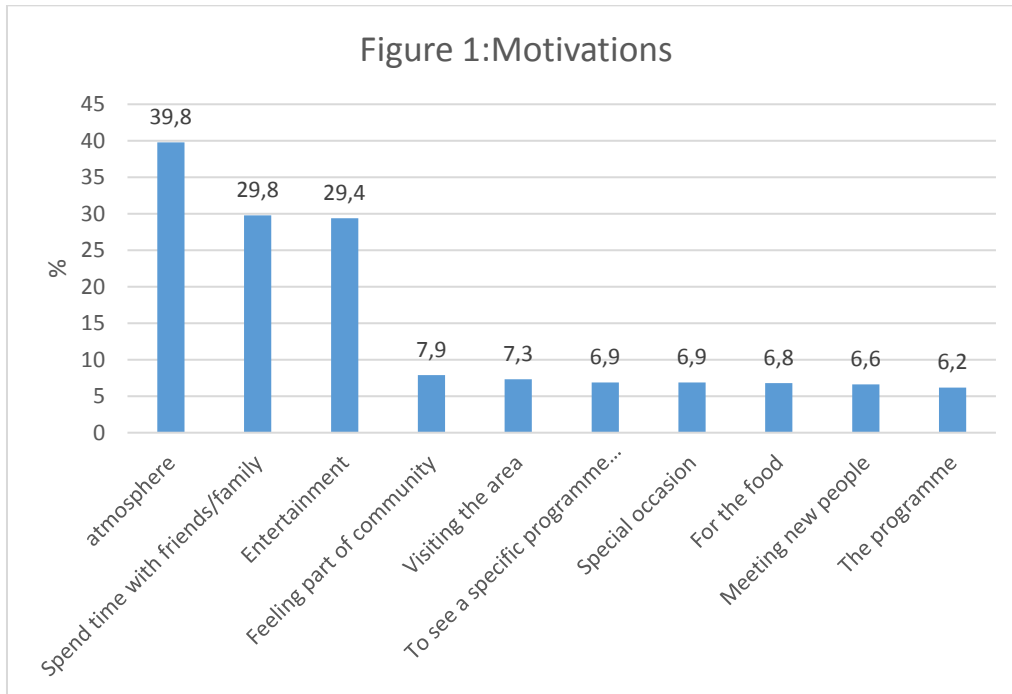
Up until now, academic research into event experience has been limited mainly to marketing perspectives. Although popular cultural events, such as Carnival, have been studied extensively across different disciplines, there is a lack of substantive research about the different dimensions of the Carnival experience, both in its individual and social realms. To broaden the knowledge on these topics, we have investigated the events of Carnival and São João from a consumer point of view within a social context.

Throughout the research, several types of experience and other related subjects have been analysed. Besides motivations for attendance and the experience scale, this research also includes a creativity scale, and a social interaction scale (only for specific events). After the dissemination of surveys in a number of different countries, the data has been gathered and processed to make cross-cultural comparisons.

Our focus has been on the annual event of Carnival throughout the years 2016-2018 as well as the Brazilian celebration of São João in 2016 and 2017 (2018 data collection is in preparation). For Carnival, we aim to gain some insight into the motivations that drive people

to participate in the event. In addition, we are interested in the evaluation of different motivations across borders.

Looking at the data of Carnival alone, preliminary findings highlight the atmosphere, entertainment, and spending time with friends and family as the primary motivations to attend the event (figure 1).

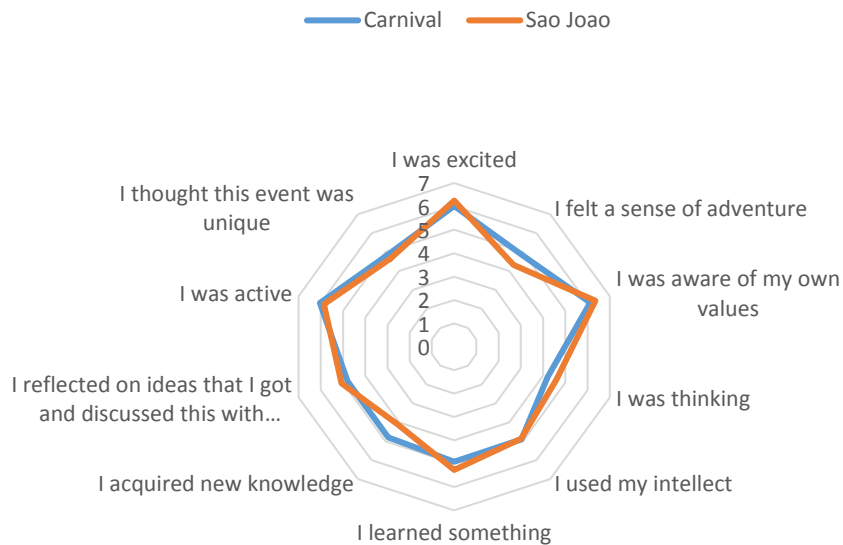


Examined in more detail, the preliminary findings point towards the importance of atmosphere as a motivation for attendance, which is relatively high for Carnival-goers in Brazil. Another significant finding indicates that particularly the Dutch and Greek respondents participate in Carnival as a way to spend time with their friends and family.

In the case of São João, the social interaction scale served as a tool to measure experience of the festival with regard to group dynamics. Preliminary findings indicate that attendees who participated in groups scored higher on some elements of the event experience scale (EES).

When the experience of both events are compared, we can see that their experience footprint is extremely similar in all aspects (figure 2).

Figure 2: Event Experience Footprint



As a longitudinal study, the aim is to continue and expand the study of these events, in particular of Carnival. Collaborations of different kinds are of course always welcome.

In fact, this research has been made possible with the valuable contributions of different people around the globe. We would like to thank in particular: Greg Richards, Mireille Heijnen, Alba Colombo, Maria Podestà, Caroline Couret, George Chatzinakos, Zsofia Antal, Iren Gyoker and Xerardo Pereiro.

For more information about the Carnival project, please contact: Lénia Marques marques@eshcc.eur.nl

Juanita Willemsen is a second-year student of the International Bachelor of Arts and Culture Studies at the Erasmus University Rotterdam in the Netherlands. Previous to this study, she attended the Cals College in Nieuwegein where she received bilingual education. One of her recent achievements includes the completion of the Arts and Culture Honours Programme within the Arts and Culture faculty at the Erasmus University. This programme consisted of extracurricular assignments, including a socially engaged blog post, a research proposal, a theoretical paper, and a projectory combining research in theory and in practice.

Andre Durand is also a second-year student of the International Bachelor of Arts and Culture Studies at the Erasmus University Rotterdam in the Netherlands. During high school he received the IB diploma in Peru majoring in English, Spanish, and Business.

Business Tourism SIG

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The next Business Tourism meeting will be held at Haaga-Helia University of Applied Sciences in Porvoo, Finland in spring 2019. More information will follow soon!

Dark Tourism Research Group

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In February the Atlas SIG Dark Tourism hosted a well attended 2 day conference at Inholland University, Amsterdam where a wide variety of subjects related to dark tourism were presented to some 80 delegates from 30 countries. Keynotes were presented by prof. Philip Stone (UCLAN and Inst. for Dark Tourism Research) who gave a presentation on "The spectacular death in an age of Dark Tourism" and Rami Isaac (Breda University of Applied Sciences), who spoke of new kinds of dark tourism in Palestine.

Other delegates dealt with topics and locations such as Dark Tourism as a business, Trips to the veteran past in former Yugoslavia, de Valle de los Caidos in Spain and Gallipoli in Turkey, the role of guides as interpreters of dark tourism, Dark Tourism in Japan after the triple disaster of 2011, Red or Dark Tourism in Bulgaria,, visitor experiences at German memorials, Dark or Slum Tourism in Rio de Janeiro and Mumbai, the analogical framework from a Mexican perspective, Medellin, Disneylands of death when referring to some of London's magnificent 7, torture museums and the ranking of dark cities.

The conference second day started with a keynote by host Karel Werdler on research on dark tourism at bachelor level emphasizing a.o. the opportunities and challenges this might bring for commissioning clients.

The conference was also a great platform for both BA and MA students to present their research efforts. On the afternoon of the last day delegates were invited to participate in a dark walk of Amsterdam or visit the Amsterdam Dungeon.

Activities next year.

A second DT conference will be organized in 2020, probably in Spain or Turkey. There will be an ATLAS publication on the findings and outcomes of some of the presentations that were delivered at the February conference later this year.

Space, Place, Mobilities in Tourism Research Group

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Fiammetta Brandajs (Technical secretariat)
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The **1st SIG meeting was held in Vila-seca (URV Campus) on 17-18 October 2017**, in coincidence with the IGU-Tourism conference 'Mobilities shaping places' organised by URV and held on 18-21 October. Participants have been offered the possibility to attend both at a discounted price.

The program of the SIG meeting involved :

- Three 2-hour sessions:
 - Challenges in Mobilities Research: Methods and Applications
 - Dissonant performances in tourist places: resignifying space
 - 'Hosts and guests' in the age of mobilities: practices of cosmopolitanism
- An introductory session, chaired by K. Hannam, SIG coordinator of ATLAS
- Two keynote lectures offered by D. Ioannides and J. Caletrio
- An 'organisational' SIG meeting establishing the way forward.

In total 19 papers have been presented by mostly young scholars from 9 countries.

This meeting has also provided an opportunity to talk openly and frankly about the way forward and the next steps for this SIG. Topics that will be touched are the funding, the membership (to be extended and promoted further in the whole ATLAS network), the publication projects, the circulation of researchers, the next events, possible collaborative research projects, etc.

After consultations with Elgar Publ. and with Kevin Hannam, editor of Applied Mobilities, it was decided to leave a first publication project in stand-by until the next 2018 ATLAS meeting in Copenhagen (see later).

Another achievement of the SIG has been the **ATLAS webinar** broadcasted on 17/10, that included Dimitri Ioannides' presentation at the 1st SIG meeting, and was attended by some 20 people online using the Adobe Connect platform. The experience was positive so we'll certainly repeat this in a future occasion.

A new SIG session has been convened as Special Track 3 at the 2018 annual meeting, entitled 'MOBILITY CLASHES AT TOURISM DESTINATIONS' and calling for communications that bridge the gap between technical analyses (of mobility patterns, geographies, impacts) using a variety of methodological approaches, and the political economy of place development underlining relations of agency, dominance and contestation between the plurality of actors navigating the destination. The track will be cochaired by Antonio Paolo Russo, Chiara Rabbiosi of University of Bologna and Iride Azara of University of Derby.

27 abstracts have been sent in for this track so we're quite positive that this will be an opportunity both to extend our SIG with new contacts and affiliates, and to gather sufficient quality material for one or two SIG publications proposals.

Finally, we are in talks with Iride Azara of University of Derby to host **a new SIG event at the University of Derby in early 2019**. We expect to take a final decision and send out a call for papers in the fall of 2018.

No reports received from:

Heritage Tourism and Education Special Interest Group

*Chin-Ee Ong
Geography, National University of Singapore
ICOMOS Singapore*

*Sharif Shams Imon
Heritage and Tourism Management
Institute for Tourism Studies, Macao
ICOMOS Bangladesh*

Volunteer Tourism Research Group

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ATLAS Regional Groups - Reports

ATLAS Africa

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As already explained in the coordinators report, in June 2017 we organised the 10th ATLAS Africa conference at Moi University, Eldoret, Kenya, focusing 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. More than 100 participants from Africa and abroad celebrated the fact that ATLAS Africa, founded in 2000, is still a vibrant community of scholars promoting leisure and tourism studies on the African continent.

The Steering Committee of ATLAS Africa welcomed Joseph Mbaiwa (University of Botswana), Aggie Weighill (Vancouver Island University) and Geoffrey Bakunda (Makerere University Business School) as new members. During their meeting it was decided to actively look for funding for joint research projects and to promote scientific publications based on conference presentations. Marina Novelli (University of Brighton) offered delegates of the ATLAS Africa conference to submit their papers to two journals of which she is Editor in Chief and Co-editor.

The 11th conference will be hosted by Makerere University and Makerere University Business School, both based in Kampala (Uganda), between 12 and 14 June 2019. This time the conference will focus on tourism and innovation. The growth and development of the travel and tourism industry has been characterised by countless innovations, which cut across the entire travel and tourism value chain. While innovation has become a buzzword in tourism practice, it is in many cases used without deeper reflection for anything that is moderately novel. In addition, scholarly work on innovation has been focusing on manufacturing industries and frequently has neglected the service sectors. Generally, the study of innovation in services and tourism in particular is still in its infancy and pioneering studies only appeared in the late 1990s. Given that many countries rely on tourism for their (economic) development, there is an urgent need to improve our understanding of innovativeness in this sector, not least because innovative capability is a critical factor for industry evolution and survival in light of tight competition, rapid market change and the "contest for the tourist dollar". This international conference therefore, aims at sharing knowledge, ideas and experiences among academicians, policy makers, entrepreneurs, governments, private sector organisations and general community interested in innovations travel and tourism. A large number of sub themes have been identified under which abstracts can be submitted.

ATLAS Europe

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ATLAS and NECSTouR collaboration

The synergy between theory and practice: The possibility of collaboration between ATLAS and NECSTouR is still open. It was discussed again in Brussels in May 2018. NECSTouR is interested in discussing the collaboration and signing the MoU. Some universities, members of ATLAS, are also members of NECSTouR.

NECSTouR is a Network of European Regions for Competitive and Sustainable Tourism, bringing together 30 regions competent in tourism associated with tourism-related academic organizations and representatives of sustainable and responsible tourism business networks. NECSTouR is an Advisory Body to the EC in tourism.

Since 2007 NECSTouR has been at the forefront of European tourism policy, lobbying to strengthen the presence of regions in Europe (www.necstour.eu).

Benefits:

- Sharing experiences in tourism decision making
- Raising Members' expertise to influence the Tourism Policy
- Visibility
- Being part of a dynamic network to make smart connections

Working Groups:

- EU Funds
- ETIS
- Digital Platform
- SMART Destinations
- Cultural Tourism and Sustainability
- Innovation, Skills and Education

NECSTouR is a platform where the tourism industry meets the academics, and together they can influence the EU tourism policy.

ATLAS and UNWTO collaboration (UNWTO Knowledge Network membership or MoU)

The synergy between theory and practice: The possibilities of, the collaboration between ATLAS and UNWTO Knowledge Network have been discussed during the 63rd Regional meeting of Affiliate members in Prague in June 2018. There are two possibilities – to become a KN member or to sign a MoU. UNWTO is still open to both possibilities. UNWTO publishes global reports on different topics; some ATLAS members contribute to these reports.

The UNWTO Knowledge Network is an inclusive Community of Knowledge within the UNWTO Affiliate Members Program where knowledge generators, policy makers, and practitioners proactively participate in sharing, interacting and accessing of relevant resources to be able to stimulate the creation, dissemination, and application of knowledge in tourism. The Knowledge Network works across the following activities in collaboration with its members and partners:

- Joint research activities
- Talent Development in Tourism
- KN Global Forum and Symposia
- UNWTO KN Review Series
- KN Working Groups
- Regional Networks / Thematic Networks
- K-Focus Alert
- UNWTO Awards for Excellence and Innovation in Tourism

Conference proceedings to be sent for evaluation and indexing to SCOPUS and/or Web of Science

It was discussed during the meeting in Canterbury and Viana do Castelo. For scientists in many countries attendance at the conference is conditioned by paper in the proceeding with ISBN indexed in SCOPUS and/or in WoS.

Scopus indexed proceedings are recognized by the accreditation institutions better as just simple proceedings.

Conference proceedings are eligible for Scopus review if they are serial and meet all of the Scopus minimum journal selection criteria. Eligible conference proceedings are reviewed in the same way as journals.

Minimum criteria – preselection criteria

- Peer-review
- English abstracts
- Regular publication
- References in Roman script
- Publication ethics statement

Quantitative and qualitative measures

Journal policy

- Convincing editorial concept/policy
- Level of peer-review
- Diversity in geographic distribution of editors
- Diversity in geographic distribution of authors

Quality of content

- Academic contribution to the field
- Clarity of abstracts
- Quality and conformity with stated aims & scope
- Readability of articles

Journal standing

- Citedness of journal articles in Scopus
- Editor standing

Regularity

- No delay in publication schedule

Online availability

- Content available online
- English-language journal home page
- Quality of home page

ATLAS membership possibility was presented to prospect members at the conference in Lille in April and Braga in June 2018.

Activity proposal

ATLAS Summer School on

- Sustainable Development (Sustainable Development Goals – UNWTO priority)
- Tourism and the Digital Transformation

ATLAS workshop within ATLAS Europe

ATLAS Latin America

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ATLAS Latin America Conferences

First ATLAS Americas Conference, hold from Monday 5th to Wednesday 7th June, 2017, at Universidade Federal de Pernambuco - UFPE, Recife/Brazil.

The theme focused on Tourism and Creativity: New Opportunities for Developing Latin America. The theme selection for the conference corroborated 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.

- Number of delegates: 55
- Number of countries: 8
- Number of communications: 32
- Book of abstracts was published by ATLAS

Following the success of the first ATLAS Latin America Conference 2017 organized by the Federal University of Pernambuco in Recife, Brazil, the second edition of the conference has been held from Monday 5th to Wednesday 7th September, 2018 at Autonomous University of Oaxaca “Benito Juárez” – Mexico.

The theme was: "New Challenges of Tourism in Heritage Contexts". Heritage tourism is a broad phenomenon, referring both to cultural and natural heritage and within cultural heritage including both its tangible and intangible expressions. Latin America constitutes a region where heritage tourism still represents a milestone for tourist activities. Millenary countries such as Mexico, Guatemala, Peru or Bolivia among others are worldwide acknowledged for their vast and superb archaeological record and colonial cities. Many Latin American countries also display astonishing biodiversity and natural landscapes together with a developed tourist industry as it happens in Costa Rica, Brazil or Mexico. Because of all this, heritage tourism is a priority segment in our countries in terms of number of visitors, as well as income and job creation. In addition, it plays a fundamental role in the conservation and restoration of the heritage assets of the region.

The conference has been a great success, as appears from the numbers below:

- In total 107 abstracts were received.
- Among the proposed abstracts the following countries were represented: Colombia, Ecuador, Guatemala, Argentina, Chile, Brazil, Mexico, Puerto Rico, United States, Spain, The Netherlands, Romania, Turkey and India.
- There were 79 delegates present at the conference.
- Articles based on presentations at the II ATLAS Latin America Conference will be published in Journal [MEC-EDUPAZ](#). The issue is expected for March 2019. Information for authors is on the journal's website and key dates will be announced on the [conference website](#). The editors are Daniel Barrera Fernández, Marco Antonio Hernández Escampa Abarca, Ana Goytia Prat and Antonio Paolo Russo.

Plans for the future

Third ATLAS Latin America Conference

The University of Externado in Colombia expresses its interest in hosting the III ATLAS Latin America Conference. The ATLAS Board is waiting to receive the detailed Conference pro forma.

New ATLAS Latin American members

- Autonomous University of Oaxaca “Benito Juárez” – Mexico
- Instituto Universitario da Maia, ISMAI – Portugal
- UTAD - Universidade de Tras-os-Montes e Alto Douro - Portugal

ATLAS Asia Pacific

Vacancy



ATLAS Middle East

Vacancy

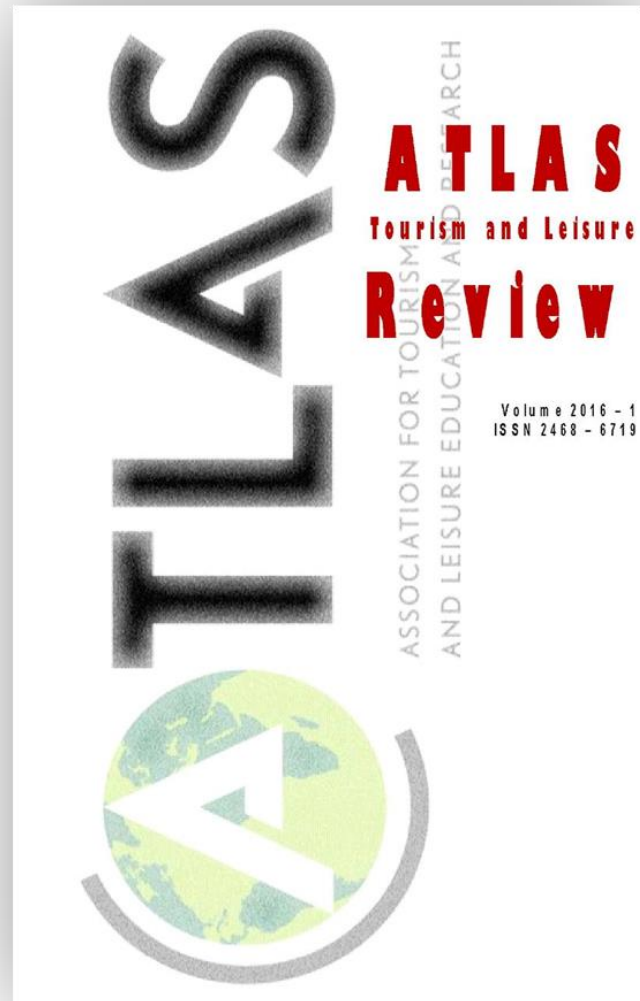
ATLAS new publications

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.

This first volume of 2017 on Health, Wellness and Spa Tourism in the Balkans focusing on local communities as a cardinal point of sustainable development in tourism in the sense of well-being and quality of life. It includes papers from the 2014 Budapest conference and is edited by Harald A. Friedl, Manuela Tooma and Kai Illing.

The second volume of 2017 includes papers from the 2015 ATLAS Africa conference, which took place in Dar es Salaam. We would like to thank Rita Nthiga, Laban Rotich and Øystein Jensen for editing the three papers.



- ATLAS Review Volume 2016 – 1: Well-Being and Employment in Tourism
- ATLAS Review Volume 2016 – 2: Culture, Tourism and Wellbeing
- ATLAS Review Volume 2016 – 3: Health, Wellness and Spa Tourism in the Balkans
- ATLAS Review Volume 2017 – 1: Well-Being and Quality of Life in Tourism
- ATLAS Review Volume 2017 – 2: ATLAS Africa, conference proceedings 2015
- ATLAS Review Volume 2017 – 3: Tourism and Risk
- ATLAS Review Volume 2018 – 1: Destinations past, present and future
- ATLAS Review Volume 2018 – 2: ATLAS Africa, conference proceedings 2017

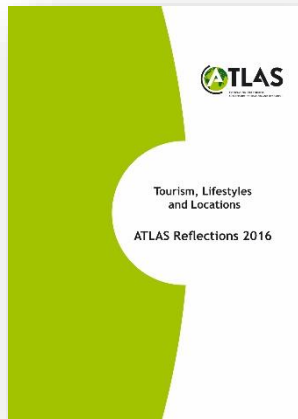
The ATLAS Tourism and Leisure Review is free for ATLAS members, but also available in the ATLAS online shop.

Downloaded by the ATLAS members

ATLAS is 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



**Destinations past, present and future
ATLAS Reflections 2017 (In PDF)**
Edited by René van der Duim, Leontine
Onderwater and Jantien Veldman

