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Tourism Transformations
ATLAS Reflections 2019



Tourism Transformations

ATLAS Reflections 2019

December 2019

**Edited by:
Tara Duncan
Leontine Onderwater
Jantien Veldman**

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Introduction

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Dear ATLAS members

Thank you for taking the time to read through ATLAS Reflections 2019. My report covers my first year as Chair of ATLAS and will outline the ATLAS events that have taken place since the ATLAS Annual Conference in 2018, update members on the two European projects ATLAS is involved with and discuss new developments, challenges and future prospects of ATLAS.

Before I go any further, I must thank three important people. Firstly, I want to thank Leontine Onderwater and Jantien Veldman. Without Leontine and Jantien, ATLAS would not be as successful as it is. Their hard work 'behind the scenes' makes all the difference. Please take the time to say hello if you are at any ATLAS event or drop them an email. I would also sincerely like to thank René van der Duim. Over the last year, as I have taken over the 'reins' of ATLAS, René has offered sage advice, helpful contributions and continued to help guide ATLAS. I think I can speak for all of ATLAS when I say that René's forthcoming retirement will be a huge loss to everyone involved with ATLAS and whilst we wish him the best for the future, we also hope that René remains an active member of the ATLAS Board and community.

Europe

The 2018 Conference took place between 25th and 28th September at the Copenhagen campus of Aalborg University. The conference theme was '*Destination Dynamics*'. The conference, held partly at the University campus in Copenhagen and partly at the nearby Scandic Hotel offered a wide range of in-depth conceptual and empirical papers alongside industry keynotes and involvement. The conference, one of the largest annual conferences we have hosted with 154 delegates, was wonderfully successful and many thanks to the team at Aalborg, specifically Carina Ren and Karina Smed, for all of their hard work.

The 2019 conference is in Girona, organised by the Facultat de Turisme at Universitat de Girona has the theme of '*Tourism Transformations*'. The conference will explore the transformative, experiential possibilities of tourism alongside the important foci of sustainability and well-being for local communities, businesses and tourists. With seven special tracks running through the conference, a special session dedicated to the two EU projects (NTG and INCOME) that ATLAS is involved with and three renowned keynote speakers, Tazim B. Hamal (Texas A&M), Jauma Guia (Girona) and Janne Liburd (University of Southern Denmark), I am sure the conference will be another incredible success.

Alongside our Annual conferences, a number of special interest groups (SIGs) have held successful events in 2019. The Gastronomy and Tourism group held an event in late February in Portugal and the pictures definitely painted a thousand words of an enjoyable food and wine filled event. In May, the Business Tourism SIG, under Monika Birkle's direction, held a small event in Finland and it is good to see the Business Tourism SIG still continues to flourish. Finally, in early June, the Space, Place and Mobilities SIG held a one-day event alongside the Tourism Naturally conference in Buxton, UK and the theme of '*Spaces of nature, places of Nature: Exploring tourism encounters with nature*' attracted over a dozen delegates. We look forward to more SIG activity in late 2019 and 2020.

Latin America

As René outlined in last year's report, the 2015 Lisbon conference saw a new ATLAS chapter for Latin America founded. Since then conferences in Brazil (2017) and Mexico (2018) have illustrated the strength of scholarship and interest in the Latin American area. November 2019 will see the third ATLAS Americas Conference hosted jointly by the Universidad Externado de Colombia and The Ostelea School of Tourism and Hospitality in Bogota, Colombia. With a theme of '*Tourism development and social resilience in Latin America – New approaches to policy and planning*', the conference welcomes scholars from across disciplines to join the discussions and debate on the current and global trends and phenomena facing the tourism sector. We expect this conference to be another success and look forward to seeing where this chapter will expand to over the next few years.

Africa

June 2019 saw the 11th ATLAS Africa conference hosted by Makerere University and Makerere University Business School in Kampala, Uganda. This is the third time this institution has hosted the conference and the theme of the conference was '*Tourism and Innovation*'. Once again, the conference was well-attended, attracting 84 papers and 113 delegates.

The African chapter of ATLAS, founded in 2000, continues to go from strength to strength. Without doubt, René van der Duim's retirement in 2020 will be a loss to the group but with a vibrant community of scholars promoting tourism and leisure studies throughout Africa, we look forward to seeing a wide range exciting activities on offer over the next few years and beyond.

Asia and Pacific

ATLAS Asia Pacific has had a slow few years and as part of our effort to revive ATLAS's presence in the area, the chapter has been split into two new areas. ATLAS Asia is being led by Kevin Hannam at City University in Macau and we look forward to seeing how Kevin's long association with ATLAS will help springboard this chapter in this fast-growing tourism area. Willem Coetzee, from one of our patron universities, the University of Otago, is taking on the role of Co-ordinator for the newly named ATLAS Oceania.

Finally, as announced at the 2018 Annual Conference in Copenhagen, the newly formed SIG *Heritage Tourism and Education* is hosting its inaugural symposium in Macau on November 21-22, 2019. With over 10 abstracts already received – and the call for papers still ongoing - this looks to be an exciting event and we are sure it will be the first of many successful events hosted by this SIG.

European projects

In 2018 ATLAS became a partner in 2 European projects: NTG and INCOME Tourism. The Next Tourism Generation Alliance (NTG) is a collaborative project of 14 partners across eight European countries. The project aims to provide employees, employers, entrepreneurs, teachers, trainers and students with a set of Core NTG modules in digital, green and social skills. The INCOME Tourism project also has a large number of partners with 12 partners and another 12 associate partners across six European countries. It aims to build, promote and validate tourism graduates' soft skills and qualifications and adapt them to the real needs of the industry.

Late 2018 and 2019 have seen ATLAS's continued involvement in both of these projects. Whilst in September 2018, the worry was that the work involved might overwhelm ATLAS, this year sees us in a much more optimistic light. Within the NTG project, ATLAS's role has been streamlined to better fit the skills and available time of ATLAS staff, and within the INCOME

project, ATLAS has started to organise a number of events to communicate the project's findings. ATLAS is keen to continue to explore collaborative partnerships, such as these two projects, but we will think carefully in the future to ensure we have the capacity to do this successfully. If you are involved in EU projects and think ATLAS would be a good partner, please contact either myself or Leontine as we are always open to new ventures.

Developments, challenges and the future

As I look back over the last year, it is to see that ATLAS continues to make strides forward. Sometimes these are baby steps and sometimes huge leaps. Our new work as partners in European projects – a huge leap forward - was not without its problems. However, over the course of the last year, most of these 'teething' problems have been overcome and we see valuable working relationships developing with all the partners involved in the projects.

Over 2018 and 2019, our periodical *ATLAS Review* has continued to be published, with two issues in 2018 and one in 2019. The *ATLAS Review* is free to all members and is for sale to non-members. We also conducted a short survey about the *Review* after the 2018 Annual Conference and generally had positive results about the value of the publication as well as a number of people offering to edit or submit to the *Review*. We will keep working to ensure that the *ATLAS Review* is an avenue for publication of conference papers, SIG meeting papers and other relevant articles. Alongside the *ATLAS Review*, we are also exploring a book series with Edward Elgar and hope that this collaboration on a minimum of six books will be announced before the end of 2019.

We currently have nine special interest groups providing events and publication opportunities to their members. While many of the SIGs actively contribute to the ATLAS community, a few have become quieter over the last few years and we hope that the next year will see a renewed focus on re-invigorating these SIGs.

We are closer to having an ATLAS Middle East chapter established and I hope that this time next year, we will be able to report success in this area. We are still working on updating our website and social media coverage and our student section is still not as energetic as we would hope. These and other new activities and prospects will be discussed during the Board and members meeting in Girona and I welcome input, and active participation, from our members to implement some of our plans.

One final mention is needed. At the 2019 conference Leontine Onderwater will be celebrating 25 years of involvement with ATLAS conferences. I know that for many of us, Leontine's warm welcome, infectious friendliness and knowledge of all things (and people) tourism-related was our first introduction to ATLAS and I hope that you will join us in recognising Leontine's invaluable contribution to the ATLAS conferences and the ATLAS organisation overall.

Tara Duncan
September 2019

ATLAS members

September 2019

At the moment ATLAS has 168 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
University of São Paulo

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

Colombia

Universidad Externado de Colombia

Croatia

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

Cyprus

Cyprus University of Technology
Cyprus West University

Czech Republic

Charles University
Masaryk University - FEA
The College of Regional Development and
Banking Inst. - AMBIS
University College of Business in Prague
University of Economics Prague

Denmark

Aalborg University
Roskilde 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

Rennes School of Business
Université Paris 1 Panthéon-Sorbonne

Georgia

Iliia State University

Germany

Heilbronn University of Applied Sciences
Hochschule Harz

Greece

Alexander Technological Educational Institute
of Thessaloniki
University of the Aegean

Hungary

2q kkt
Budapest Metropolitan University
University of Pannonia

India

Institute of Business Management

Indonesia

Universitas Prasetiya Mulya

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 - Inst. for Research on Innovation and
Services for Development
Università Bocconi Milano
Università della Calabria
University of Bergamo

Kazakhstan

Kazakh Ablai khan University of International
Relations and World Languages

Kenya

Kabale University
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

Namibia

Namibia University of Science and Technology

Nepal

The Nepal Trust

Netherlands

Breda University of Applied Sciences
HZ University of Applied Sciences
InHolland University of Applied Sciences
NHL 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

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)
IGOT – Ullisboa
Inst. Sup. Ciências Empresariais e do Turismo
(ISCET)
Instituto Politécnico de Coimbra (IPC)
Instituto Universitario da Maia - ISMAI
ISAL - Institute of Tourism, Administration and
Languages
Polytechnic Institute of Leiria
Polytechnic Institute of Viana do Castelo
Universidade de Aveiro
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

South Africa

Cape Peninsula University of Technology

UNISA (University of South Africa)

University of Johannesburg

University of KwaZulu-Natal

University of Pretoria

University of Zululand

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

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

Tanzania

College of African Wildlife Management,

Mweka

Thailand

Mahidol University International College

Turkey

Akdeniz University

Batman University School of Tourism and

Hotel Management

Dokuz Eylul University

Eastern Mediterranean University

Ozel Antalya International College of Tourism

Uganda

Jimmy Sekasi Institute of Catering

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

Liverpool John Moores University

London Metropolitan University

Manchester Metropolitan University

Napier University Edinburgh

Nottingham Trent University

Sheffield Hallam 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 24 student members in 17 countries.

Belgium

James Ssebagala - Université Libre de Bruxelles

Brazil

Thaís De Oliveira - University of São Paulo

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

Israel

Netta Kahana - The Hebrew University of Jerusalem

Italy

Maria Podestà - Politecnico Milan

Kenya

George Ariya - University of Eldoret

Stella Chepkurui Barsulai - Machakos University

Shirandula Duncan – Moi University

Netherlands

Miranda Megens – Tilburg University

Shirley Nieuwland - Erasmus Universiteit Rotterdam

Portugal

Belmira Maria Santos Gomes Coutinho - Universidade de Aveiro

Ivana Stevic - Universidade de Aveiro

Slovenia

Erena Marulc - Faculty of Commercial and Business Sciences Celje Slovenia

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

Rhiannon Rees - Swansea University

Oscar Rodriguez Fernandez - University of East London

ATLAS Events

ATLAS Annual conference 2019
Tourism Transformations
Girona, Spain
17-20 September, 2019



Tourism will continue growing in the foreseeable future. Although this may be positive news for tourism businesses, the future of tourism needs to go beyond mere numbers, putting the focus on qualitative issues such as sustainability and wellbeing instead of overnights or money spent.

Moreover, modern societies are arguably moving towards a new paradigm in which the preference for intangible experiences over tangible possessions is growing, and therefore experientialism will overtake materialism in people's pursuit of happiness. As qualities and intangibilities begin to dominate the market, tourism businesses and destinations will have to be rethought so that both tourists and local communities take a prominent role in the development of tourism.

At the same time, we can also draw attention to the transformational power that tourism exerts in destinations. This power can be observed through the emergence of overtourism or tourismphilia, but it can also be seen in the wide range of untouched destinations willing to attract tourism.

All these transformations are part of the daily life of destinations, businesses and residents nowadays, and clear examples can be found in the surroundings of the conference location. From massively popular Barcelona, to the mature coastal region of the Costa Brava, and the dynamic rural tourism of the Pyrenees.

These transformations open up many new paths and opportunities to be explored by both academics and practitioners.



ATLAS Latin America Conference 2019
Tourism development and social resilience
in Latin America
New approaches to policy and planning?
Bogotá, Colombia
20 - 21 November, 2019



International tourism accounts for 7% of world exports of goods and services, after rising one percentage point from 6% in 2015. Likewise, tourism has grown faster than world trade during the last five years. By regions, according to UNWTO classification, the Americas has growth + 3%. Regarding the long-term forecasts, according to the UNWTO (2017) between 2010 and 2030, the international arrivals in emerging destinations will increase per year + 4.4% a rate that doubles the advanced economies (+ 2, 2% per year). Despite this, there is no doubt that tourism faces great challenges around the world. The digital transformation of the industry continues to progress although at different speeds if we compare Europe and Latin America. The penetration of platforms such as Airbnb, Bla Bla Car, Uber or Eatwith is growing in the tourism sector in Latin America. Therefore, this third meeting is presented as a platform for discussion and debate on the current and global trends and phenomena facing the tourism sector. To achieve this, a dialogue is proposed between Europe, the most touristic region in the world, and Latin America as an emerging region and with opportunities for development in the tourism sector. To face the challenge of constant evolutionary growth, the meeting proposes to a dialogue focused on tourism planning processes as the backbone and guide in the sustainability of tourist destinations.

This meeting will take place in Bogotá the capital of Colombia and a city with the major number of international arrivals in the whole country. Tourism in Colombia has grown more than 300% since 2006 when 1 million foreigners visited the country and contrast with the more than 3 million that in 2017 visited the country. Thus, Bogotá is the main recipient of foreign visitors, including both tourists and business travellers. The city and the country have much to teach and show about the touristic growth in a short period of time. Therefore, Bogota is presenting itself such an emerging touristic city where a group of scholars is going to gather and present their contributions which address the conference themes from a range of subject fields including, but not limited to; leisure studies, tourism, geography, cultural studies, sociology, gender studies, ethnic and racial studies, and social and anthropology of tourism. The aim of the meeting is to propose key advances to the understanding and analysis of the relationship between tourism and spatial development in a globalized context.

Universidad
Externado
de Colombia

FACULTAD DE ADMINISTRACIÓN DE
EMPRESAS TURÍSTICAS Y HOTELERAS

45 Años

THE
OSTELEA
SCHOOL OF
TOURISM &
HOSPITALITY

**ATLAS SIG meeting Heritage Tourism and Education
Integrating Cultural and Natural Heritage in Urban Tourism:
Innovations, Discourses and Collaborations
Macao SAR, China
21-22 November, 2019**

The world we live in is rapidly urbanising, and cities are amongst the most toured destinations. While much is said about a host of pressing issues concerning urban developments in general, less is said and known about the ways in which tourism in urban places feature (or not) in innovations, discourses and collaborations concerning the development of our urban worlds. International, domestic, mass and niche tourism all happen within urban spaces and often involve diverse arrays of cultural and natural heritage resources. City planners and developers, have, in recent years, implemented more green developments and policies and appear to show more interest in the cultural heritage of our urban spaces. The discourses concerning both cultural and natural heritage are converging towards a mutual recognition of the symbiotic relation between the two, while tourism scholars have begun to interrogate the role of the urban within tourism experiences, management and development (see, for example, the 7th UNWTO Global Summit on Urban Tourism in 2018).

In this special interest group meeting (conducted in an academic workshop style), we are concerned with the existing and possible ways in which cultural and natural heritage align with tourism in urban spaces. Such an interest is built on both the existence and growth of urban tourism and an emerging scholarly conversation on the integration of cultural and natural elements in heritage management (for example, Muzaini, Connelly & Lam-Knott, 2019 and the forthcoming special track on Integrating Cultural and Natural Heritage at the ATLAS Annual Conference 2019).

We provide a list of possible topics below, but this should not be seen as an exhaustive or exclusive list. We are keen to include papers which speak to the general theme but which may not have been captured in the list of topics below.

Key Topics:

- Theories and practices of integrating cultural and natural heritage within urban spaces
- Urban heritage and tourism: opportunities and threats
- Urban heritage, urban tourism and urban development
- Urban tourism and heritage in China's Greater Bay Area
- Cultural and/or natural heritage in cities
- Culture-natures, human/non-human and/or rural-urban relations
- Heritage mobilities of cities
- Heritage futures of/for cities
- Education and training for cultural and natural heritage in cities
- Tangible and intangible heritage in/of cities
- Best practices in urban tourism and heritage management



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute For Tourism Studies

ATLAS SIG meeting Gastronomy and Tourism
The dynamics of construction of *gourmand* tourist destinations
in the world
Angers, France
12-15 February, 2020

There are places in the world which are recognised as tourist and *gourmand* destinations both nationally and internationally.

Tourism mobility to these *gourmand* tourist destinations is motivated by certain practices and spaces outside everyday life. The *gourmand* dimension is a tool for touristic discovery, in the sense that involves experiencing a place or geographical area with all 5 senses: encounter an Other and an Elsewhere through agricultural products, meals, wine or taste preferences, or rituals of being at table... Feeling, touching or devouring with your eyes are an integral part of *gourmand* tourism. The incorporation and tasting practices in a motivated, desired and chosen environment constitute the specificity of the *gourmand* tourism experience.

Both professionally and scientifically, the concept of *gourmand* is competing with other labels (food, gastronomy, culinary, oenological, etc.) thus creating a semantic confusion. For Jean-Pierre Lemasson, "In such conditions, only the notion of *gourmand* tourism seemed relevant to reconcile at the same time the interest of a holistic vision and perspectives that ultimately only make sense through the pleasure of the person eating. This dimension is fundamental to remember, as the economic motivations and those associated with the supply of products and services" (Lemasson, 2006, p.3). The challenge is therefore to understand how these *gourmand* tourism practices are reflected in space and time.

For this ATLAS Gastronomy and Tourism Research Group Meeting, we invite submissions of papers which may explore, but are not limited to, the following topics:

1. The places and geographical spaces where the construction of *gourmand* tourism destinations take place: a 3-star Michelin restaurant, a city, a region, etc.
2. Tourism practices in *gourmand* tourism destinations: restaurant attendance, visits to agricultural places, artisanal food factories, sightseeing in the countryside related to the food industry, gift shopping in food markets, etc.
3. The actors who make the *gourmand* tourist destinations through their offers and strategies;
4. Intangible dimension and gastronomic imaginary in the construction of *gourmand* tourism destinations.
5. The role of the chef to provide the necessary conditions for the emergence and development of *gourmand* tourism destinations.



ATLAS Annual Conference 2020
Tourism as a driver of regional development and collaboration
The College of Regional Development and Banking Institute –
AMBIS
Prague, Czech Republic
September, 2020

Tourism is still consistently viewed as being able to alleviate and rejuvenate regions that are facing economic and social difficulties. This includes the many rural and peripheral regions that have been, and remain, in decline. Tourism and its development are said to create regional synergy effects, generating economic, social and cultural benefits for destinations. The European Union, for example, has launched several programmes (including the European Regional development Fund and the European Social Fund) with the goal of stimulating growth and employment in peripheral areas. These programmes often support tourism development projects.

However, realizing these regional development impacts through tourism is often problematic because of the uneven distribution of impacts in space, among stakeholders, and between economic, ecological and socio-cultural domains. Moreover, the establishment of policy frameworks and a culture of collaboration between tourism and non-tourism actors is often required and, practically speaking, this is often easier said than done.

The aim of this conference is to better understand the role of tourism development practices in the development of regions, including rural, peripheral and urban areas.

We invite papers focussing on (but not limited to) the following themes:

Governance, policy and planning

- Institutional governance mechanisms for effective tourism-related policies
- Tourism policies and planning for regional development
- New public management and governance strategies
- Resident's perceptions and participation in regional tourism development
- Infrastructure, transport and tourism

Networks and collaboration

- Collaborative approaches to tourism development
- Co-creation and innovation for tourism development
- Tourism, ICT and regional development
- Smart communities, innovation and tourism development
- Entrepreneurship, networks and regional tourism development

Sustainable regional development

- Enablers and barriers of tourism development in regions
- Sustainable tourism as a driving force of job creation and economic growth
- Tourism and the Sustainable Development Goals
- Tourism carbon footprints and impacts
- Strategy development for sustainable tourism development

Culture and heritage

- Cultural and heritage tourism in regional development
- The role of creativity and the creative industries in regional development
- Intangible cultural heritage as a driver for regional development
- Developing heritage in the periphery
- Sports, events and/or leisure as gateways to culture

Environment, regional development and tourism

- The role of tourism in promoting nature in the periphery
- Environmental conservation as a tool for development
- Balancing ecological imperatives and tourism growth
- Flora and fauna as more-than-representational or more-than-human in tourism development
- Challenges with spaces of nature and tourism development

Abstracts should be submitted to ATLAS form before March 15th 2020 at

<http://www.atlas-euro.org/Default.aspx?TabID=333>



**ATLAS SIG meeting Events and Cultural Tourism Research
Festival Cities and Cultural Tourism
Edinburgh, United Kingdom
22-23 October, 2020**

Welcome to Edinburgh for a two-day seminar on festivals, culture and tourism. Edinburgh is a capital city, an international city, and an eventful city. The strategic use of festivals has benefited Edinburgh for many years, but what are the costs and who pays? Where is the space for grassroots festivals, both in the calendar and in the city's urban topography, and what is being done to make it available to residents and communities?

In the festival city, we'll be asking what is a "festival" anyway? Has the word lost its meaning, or gained new ones? What role do host communities play? How are festival places experienced, marketed and remembered? Who are the guardians of festivals today, and what does the future hold? Festivals and cultural tourism of all kinds will be welcome for discussion.

The aim of this meeting is to review the current challenges that festival cities face: grassroots involvement, sustainability in all its forms, emerging trends in the festival landscape, and the forces at work in these turbulent times. The meeting will bring together leading international scholars in the festival and event studies field, as well as industry practitioners and policy makers in Edinburgh and beyond.

Themes for the meeting will include:

- Festival cities: the current state of play
- Festival economies: who pays and who gains?
- Festival tourism
- Festivals as community: inclusion and exclusion
- Festivals: place-making, place-breaking, place-less
- Festival identity and meaning
- Festivals as experiences
- Festivals and governance
- Festivals and social change
- Festivals as heritage
- Festivals as catalysts for urban development

Abstracts should be submitted to ATLAS form before March 1st 2020 at <http://www.atlas-euro.org/Default.aspx?TabID=332>



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

Greg Richards
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Following the meeting of the ATLAS Cultural Tourism Group in Barcelona in 2018 (Richards 2018c), members of the group have continued to research various aspects of cultural tourism in different parts of the world.

One of the most recent studies covered cultural tourism in Albania, which has not previously been surveyed in the ATLAS project. In early 2019 Elenica Pjero from the Department of Business at University of Vlora, "Ismail Qemali" collected visitor surveys in the City of Vlora, Albania. This city on the Adriatic coast has significant cultural and heritage resources, including many museums. A total of 381 visitors from Albania and abroad were surveyed. The majority of respondents (58%) came from the local area, with 20% coming from the rest of Albania and 22% from abroad. The majority of respondents were female, reflecting the results of previous research. The age profile also confirmed the consistent finding of ATLAS surveys that the largest age group is 20-29 (44%).

As in previous ATLAS surveys, the respondents in Vlora were most likely to agree that the 'atmosphere' of the destination was the most important aspect of their experience (48% strongly agree). Over 23% of respondents indicated that they normally took cultural holidays, slightly lower than other recent ATLAS studies (Richards, date). Rome (46%) was most frequently rated as a favourite cultural destination, but the Albanian respondents also tended to rate Istanbul (35%) and Athens (35%) very highly. Distant Paris was only ranked by 29% of respondents, while in many other destinations it tends to be placed as the favourite European cultural destination.

The average length of stay was around 6 nights, with over 60% of respondents staying in hotels. The high use of hotel accommodation was perhaps one reason why the total average spending by cultural tourists was relatively high, at just under 1000 euros. Average visit satisfaction levels were 8.25 on a 10 point scale, slightly lower than other recent ATLAS surveys. As with previous research, however, satisfaction is highest among local residents (8.43) and lowest for international visitors (7.95). Peltzer and Melkert (2008) suggest this is due to greater levels of pride in their own culture by local residents.

The ATLAS Cultural Tourism Questionnaire is still available for researchers to use for surveying visitors to cultural sites and events. Participants can also access the previous ATLAS research for comparison with their own data. See www.tram-research.com/atlas for more details.

A number of publications related to the work of the Cultural Tourism Group have appeared recently, including a review of recent trends in cultural tourism research (Richards, 2018a) in the Journal of Hospitality and Tourism Management, and an updated version of the ATLAS Cultural Tourism Bibliography (Richards, 2018b). This work also fed into a conference staged by the Organisation of World Heritage Cities in Amsterdam in November 2018. A publication is planned from this conference, edited by Karl Luger and Matthais Ripp on World Heritage Management, urban planning and sustainable tourism.

The work of the group has also been made available in different languages, including Dutch (Richards and Bargeman, 2019) and Turkish (Richards, 2019).

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Gastronomy and Tourism Research Group

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The Gastronomy and Tourism Research Group met in Évora, Portugal, from 20th-23rd of February 2019, with the theme "Reflections on local food consumption in urban and rural areas", hosted by the University of Évora. The Group has maintained the number of participants to a maximum of twenty-five in order to facilitate a round table format and much discussion.

In Évora, there were twenty-three participants from ten different countries (Portugal, Spain, Canada, New Zealand, France, USA, Austria, Hungary, UK and Poland). Discussions took place on the differences in how consumption of local food is influenced

by the spatial context (rural and urban) and reflected upon new avenues to enlighten researchers and practitioners by suggesting strategies and actions to preserve cultural and social authenticity for visitors during the process of their consumption of local food. Full papers are due by the end of July 2019, for possible publication of a special issue in the Journal of Gastronomy and Tourism.

The Gastronomy and Tourism Research Group is expected to be hosted next by the University of Angers, France, from the 12th to the 15th of February of 2020 under the theme of "Gastronomy and tourism: the dynamics of construction of gourmand tourist destinations in the world". Delegates arrive on Wednesday (12th) meet Thursday and Friday (13th and 14th) and explore the region on Saturday (15th). We are open to proposals to host the Gastronomy and Tourism Research Group Meeting in 2021.

Events Research Group

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The ATLAS Events Group was founded in 2011, and since then it has continued to grow in terms of both membership and activities.

Meeting Copenhagen on the theme of Event platforms, networks and communities: making time and space to link people. This attracted a total of 20 papers, which covered a number of themes, including Networks and identity, Community making and event networks, Social effects of event platforms, Cities as platforms for events, Industry platforms for events and Online, offline networks. This was one of the best attended tracks of the ATLAS Conference. A special issue of Event Management based on the papers presented at the Copenhagen conference is currently being edited by David Jarman and Greg Richards. Another product of the meeting was a review of event experience research, which is due to be published in a volume edited by John Armbrrecht, Erik Lundberg and Tommy D. Andersson (Richards, forthcoming).

The following Events Group meeting at the ATLAS Conference in Girona is dedicated to Transformation through Innovation and Creativity in Events. Plans for future meetings are currently being developed, with a proposal to stage a meeting at Edinburgh Napier University in 2020, which is provisionally scheduled to cover cultural festivals. There is also a proposal to stage a meeting in Breda in 2021, to celebrate the 10th anniversary of the first Events Group meeting there.

Following the work of a number of Events Group members on event experiences, a special issue of the Journal of Policy Research in Tourism, Leisure and Events on Measuring Event Experiences is currently being edited by Vern Biatt and Greg Richards. The call for this special issue attracted over 30 submissions, underlining the growing interest in event experiences. The final publication will include a range of quantitative and qualitative approaches to experience measurement, as well as some conceptual papers. It is hoped that this collection will advance the discussions in the group about the role and measurement of visitor experiences.

Continued work on the Event Experience Scale by members of the ATLAS Events Group confirms the generic dimensions of event experience proposed by de Geus et al (2016). Coetzee et al. (2019) found that the affective, cognitive, physical, and novelty dimensions proposed by de Geus et al. could also be applied to sports events.

References

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De Geus, S., Richards, G. and Toepoel, V. (2016) Conceptualisation and Operationalisation of Event and Festival Experiences: creation of an Event Experience Scale. *Scandinavian Journal of Hospitality and Tourism*, 16(3), 274-296.

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Business Tourism Research Group

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The ATLAS Special Interest Group Business Tourism organized a conference in Porvoo, Finland 9-11.5.2019 in the premises of Haaga-Helia University of Applied Sciences.

Our conference attracted 25 delegates from Finland, UK and Scotland, Poland, Russia, Bulgaria, Canada, Latvia and Basque country. Many students from Haaga-Helia joined the sessions and contributed actively to the discussions. The presentations and key notes touched upon subjects like sustainability, responsible business events, the need to move away from planning and management to design, destination branding and cultural attractions of conference destinations, blurring boundaries between cultural and business events (bleisure), festivalisation of conferences. We also had a future-oriented outlook with VR and AI affecting events by our key note Nicole Ferdinand, we even made a journey to space with Annette Toivonen! Keynote speaker Ines Antti-Poika introduced Finland as a congress destination and Rob Davidson brought up the cooperation between academia and industry in his closing key note. Full papers of the conference are considered for a special edition of the highly ranked *International Journal of Tourism Cities*.

The conference gala dinner was in the beautiful archipelago and we were extremely lucky with the weather - this is where we had an unforgettable experience! Atlas Business Tourism Conference was successfully brought to an end with a post tour to Helsinki. We rounded off the conference by visiting sea fortress Suomenlinna, art museum Amos Rex and the newly opened national library Oodi.

The past coordinator of Business Tourism group, Rob Davidson was given a diploma for his long-term commitment to the development of the special interest group. The group is now led by senior lecturer Monika Birkle from Haaga-Helia University of Applied Sciences.

Presentations and abstracts from the conference are published here: <https://www.atlasbt.org/> and pictures (by Oona Pietarinen) from the conference are found here: <https://drive.google.com/drive/folders/1cpE9Cvja0QCfRPxiDH7m9-MyOtFO9d0c>

The group has established a Facebook group: https://www.facebook.com/pg/ATLAS-Special-Interest-Group-Business-Tourism-431174237657281/about/?ref=page_internal but still e-mail remains the main channel of communication.

In 2020 the SIG Business Tourism Conference is arranged in Bilbao, Universidad de Deusto and arrangements are taken care of by ms Ainara Rodriguez Zulaica.

Pictures below are taken by Oona Pietarinen.



At the conference dinner venue by the sea



Past and present coordinators of Special interest Group Business Tourism Rob and Monika together with Kaija Lindroth.



Conference post-tour to Suomenlinna Sea Fortress outside Helsinki.

Space, Place, Mobilities in Tourism Research Group

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The activities of this SIG over the last year have focused on the preparation of two SIG events:

A **2nd International Seminar of the ATLAS SIG Space Place Mobilities in Tourism**, entitled “Spaces of nature, places of nature: Exploring the tourism encounter with nature” has been held on June 3, 2019, at the University of Derby, Buxton, UK, organized by our member Iride Azara. Following a formula experimented for the first time with the 1st international seminar of the SIG, this event was offered in association with a larger event, the Tourism Naturally 2019 congress, held on June 4-6 in the same venue. This seminar has gathered 10 international scholars presenting their contributions and one keynote speaker, prof. Hazel Andrews.

The event, in spite of the small size, has been a fruitful opportunity to advance the scope of the SIG towards themes of performativity and embodiments of tourism and leisure in the natural environment. Unfortunately the Coordinator of the SIG could not attend this one (he only gave a short welcome message in Skype). It was posteriorly agreed between the organisers that this absence could have to some extent marred the event’s success in terms of lacking a clear ‘sign of identity’ as an ATLAS event. Besides we found that it’s been a bit of a lost of opportunity to promote ATLAS in a more ‘visible way’ (with banners, a desk with ATLAS publications, etc.). For the future we’d like to see this kind of events clearly supporting also visually ATLAS and this SIG, and we will require a closer cooperation of the ATLAS secretariat for that.

A **SIG Special Track** has been organised at the **2019 annual event in Girona**, entitled “The Politics of Tourism Mobilities”. Contributions have been called for on topics such as: The technical analysis of tourism mobilities and their effects in the political debate; Multi-scale governance and conflicts between local, national and global; EU frameworks

and policy agendas shaping tourism mobilities; Transitions to sustainability in the politics of tourism mobilities: from boosterism to sustainability and degrowth; The fallacies of the sustainability fix in tourism policy; The political economy of tourism mobilities: policing the city 'for tourists' and/or 'for residents'; 'Smart' tourism mobilities and their social effects; Urban welfare and tourism – from conflicts to synergies; Contesting tourism mobilities: controversies, new stances, and positionings of destination stakeholders; Planning for the inclusive destination: towards a 'procommons' agenda. We have received to this date (24 July) 18 abstracts to this track, 15 of which have been accepted or required to provide minor revisions. It is our plan to also hold an 'organisational session' for this SIG at the Girona event, in order to discuss governance issues and a publication strategy.

Finally, there are first plans set out by Chiara Rabbiosi, recently employed at the University of Padova, to host a **3rd SIG event at the University of Padova in early 2021**, again possibly in connection with a larger event. We expect to take a final decision and send out a call for papers in the spring of 2020.

Throughout this last year we consolidated a sort of 'coordination committee' for this SIG between Antonio Paolo Russo, Irìde Azara and Chiara Rabbiosi, and further expanded the list of contacts, which now counts around 30 people who show up more or less regularly at SIG events or require to be in the loop for publication plans.

Things have not gone so well on the publications side, as all attempts to gather a coherent conjunct of materials to publish in a book or a special journal issue have not been successful, we just don't receive sufficient material of good quality for this. Elgar Publishers has repeatedly invited me to send a book proposal but I haven't got so far sufficient bases to do it, and we prefer to explore opportunities with high-impact journals first. In this sense, the coordinators of this SIG plan to have a pre-proposal accepted in time to present it at the Girona meeting.

No reports received from:

City and National Capitals Tourism SIG

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ATLAS Regional Groups - Reports

ATLAS Africa

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ATLAS-Africa has a membership of 17 institutions spread over Eastern and Southern Africa. Since its inception in 2000, ATLAS-Africa has managed to organise 11 successful conferences that were held in different countries in Africa. The conferences have attracted participants from different parts of the world, with the majority of the participants coming from Africa. The latest conference organised by ATLAS Africa was held in Kampala, Uganda from 11 to 14 June, 2019. The theme of that conference was **Tourism and Innovation**. Makerere University organised for the 3th time an ATLAS Africa conference, now in close cooperation with Makerere University Business School

During the conference it was acknowledged that the growth and development of the travel and tourism industry has been characterised by countless innovations. During the conference a large number of product and service, managerial, marketing and institutional innovations were discussed, as well as ways 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”.

During a meeting of the ATLAS Africa Steering Committee it was agreed to actively look into the possibilities of Horizon 2020 or other sources of research funding, to work early 2020 on a book proposal on tourism in Africa, and to look for better ways to involve students in the ATLAS Africa conferences. The ATLAS secretariat will send out in September 2019 a call for the next conference. African institutes interested in hosting the 2021 conference are asked to get in touch with the ATLAS secretariat

ATLAS Europe

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1. World Scientific Publisher published a book *Creating and Managing Experiences in Cultural Tourism* edited by Daniela Jelinčič and Yoel Mansfeld with the contribution of some ATLAS members.
<https://www.worldscientific.com/worldscibooks/10.1142/10809>
2. The proposal for the ATLAS annual conference 2020 was prepared.
3. A new member, AMBIS, was negotiated.

Activity proposal for 2020: ATLAS Annual Conference in Prague

ATLAS Latin America

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II ATLAS Latin America Conference, hold from 5 to 7 September 2018 hosted by Autonomous University of Oaxaca “Benito Juárez” / Universidad Autónoma “Benito Juárez” de Oaxaca in Oaxaca, Mexico.

THE THEME focused on New challenges of tourism in heritage contexts. Nuevos Desafíos del Turismo en Entornos Patrimoniales

NUMBER OF DELEGATES: 79 with registration fee + 700 hearing assistants (students without registration fee)

NUMBER OF COUNTRIES: 10 countries, 6 of them from Latin America (Mexico, Guatemala, Ecuador, Colombia, Chile, Brazil) and 4 of them from other World regions (Spain, The Netherlands, India and USA). Large exponential growth with respect to Brazil where two Latin American countries participated (Brazil and Mexico)

NUMBER OF COMMUNICATIONS: 105 proposals of which 55 were accepted.

THE PROGRAMME of the Conference consisted of: (See Appendix I)

Three key notes. which represented the Sub-region of Mexico, Central America and the Caribbean. The speakers came from Spain, Guatemala, Mexico.

1 Special presentation on the Association of Tourism and Leisure Education (ATLAS) and its Spatial Interest Gropus (SIGS)

Disciplines represented: specialists from: Architecture, Anthropology, Geography, Sociology, Tourism, Economics, Political scientists participated

IMPACT ON MEDIA. II ATLAS Latin America Conference was news in:

Two state newspapers (2 news in El Imparcial)

A National newspaper (Quadratin)

Local TV: Cor TV

Radio University (State)

Notiuabjo (University)

CONFERENCE MANAGEMENT

Self-management by Autonomous University of Oaxaca “Benito Juárez”. ATLAS not received nor managed the budget.

Self-founded conference. The accounts have been break even.

In Latin America, due to the different tax legislation among countries, it is complicated to transfer the money by paypal and it is difficult to issue the invoices according to all national regulations. Similarly, in some cases bank transfers represent a higher amount of the commission than the amount to be paid. This might be one of the reasons why some of the 85 communications that were accepted finally did not come.

Discuss with ATLAS the possibility of opening a paypal account for future conferences.

VISAS between one Latin American country and another are not easy. The future organizers must be very careful about this.

The language. The Conference was presented in the following languages: Spanish, Portuguese, English and indigenous languages. It is agreed that the ATLAS Latin America Conference should favor the use of Spanish while encouraging Portugal and Brazil to present communications in Portuguese. Spanish and Portuguese constitute a better tool for regional communication than English because a high percentage of the population in Latin America do not speak English at all.

As far as possible, it is suggested to invite the native languages of America. In most countries it is unlikely that a whole presentation might appear in these languages, but abstracts and keywords are welcome and highly symbolical in the region.

Nomenclature. It is requested to raise awareness that Latin America includes Mexico (North America); Central America (from Belize to Panama), the Caribbean and South America.

Accessibility of conference venues (international airport)

Deadline or payments. It is suggested one month before the Conference.

ABOUT DIFUSSION OF FUTURE ATLAS LATIN AMERICA CONFERENCES

It is pointed out that internet in Latin America is important but it must be taken into account that it does not work as a prescriber as in Europe. In order to

It is shown importance and necessity of speed up, as far as possible, the updating of the information on the ATLAS website.

It is proposed that access to the web be temporarily granted to the organizer of the Conference in order to both, help quick communication and help the main offices with this task.

CONFERENCE RESULTS DISSEMINATION

It is reached an agreement with the journal [MEC-EDUPAZ](#) to publish an issue with articles based on the participants' contributions. It is expected to be published in March 2019. The editors are Daniel Barrera Fernández, Marco Antonio Hernández Escampa Abarca, Ana Goytia Prat and Antonio Paolo Russo.

EVALUATION

Excellent location

Excellent time and space management

Very good organization of slots for Communications of half an hour / person

PLANS FOR THE FUTURE

III ATLAS Latin America Conference

Third ATLAS Latin America Conference will be held in Bogotá-Colombia, hosted by University of Externado (Colombia)- Faculty of Hospitality Management & Ostelea School of Tourism and Hospitality (Spain).

Dates: 20th-21st November 2019.

Conference Theme: Tourism development and social resilience in Latin America -

New approaches to policy and planning

Contact person in Colombia. María Luisa Galán Otero, Coordinadora de investigaciones en Universidad Externado de Colombia.

Further information: <http://www.atlas-euro.org/Default.aspx?TabID=314>

Future ATLAS Latin America Conferences

MÉXICO

Autonomous University of Oaxaca “Benito Juárez” presents candidacy for the future. It proposes to hold the Conference in Durango-Mexico, in collaboration with the Convention and Visitors Bureau, which reports to the Secretary of Tourism of the State of Durango. Alternatively, other sites in Mexico or Oaxaca State could be proposed.

Future actions

To complete a "who is who" of the university education related to tourism in Latin America. Autonomous University of Oaxaca “Benito Juárez”, Mexico started the work and will share it with Ana Goytia who, in turn, has worked together with Paolo Russo on a draft list

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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.



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

ATLAS Review Volume 2019 – 1: Dark Tourism and Higher Education
ATLAS Review Volume 2019 – 2: Destination Dynamics
ATLAS Review Volume 2019 – 3: Gastronomy and Tourism: Reflections on local food consumption in urban and rural areas

The ATLAS Tourism and Leisure Review is free for ATLAS members, but also available in the ATLAS online shop. At the moment ATLAS does not have an online book shop. The shop will soon be re-introduced at the ATLAS website.