

This publication was downloaded by: The ATLAS members
On: December 21st, 2021

This article may be used for research, teaching, and private study purposes by the person mentioned above. Any substantial or systematic reproduction, redistribution, reselling, loan, sub-licensing, systematic supply, or distribution in any form to anyone is expressly forbidden.



ATLAS 30 years' anniversary

ATLAS Reflections 2021



ATLAS 30 years' anniversary

ATLAS Reflections 2021

September 2021

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

© 2021 ATLAS
Association for Tourism and Leisure Education and Research
PO Box 109
6800 AC Arnhem
The Netherlands
info@atlas-euro.org
ISBN: 978-94-93064-04-1

Contents

Introduction.....	4
ATLAS memories from Africa.....	7
ATLAS memories from Portugal	12
ATLAS Africa - 20 years of inspiration	13
Thirty years of cultural tourism research	17
Thirty years of events research.....	20
Thirty years of SPMT research	23
Thirty years of volunteer tourism research.....	25
ATLAS members.....	26
ATLAS student members.....	29
ATLAS events	30
Events organised between September 2020 and September 2021	30
Future events	32
CultSense webinar.....	33
ATLAS SIG meeting Gastronomy and Tourism	35
ATLAS Annual Conference 2022	36
ATLAS Annual Conference 2023	38
ATLAS Special Interest Groups – Reports	40
Cultural Tourism Research Group	40
Gastronomy and Tourism Research Group	41
Business Tourism Research Group	42
Events Research Group.....	43
Volunteer Tourism Research Group	45
Dark Tourism Research Group	46
Heritage Tourism and Education Research Group	47
Space, Place, Mobilities in Tourism Research Group	49
Urban Tourism Research Group	50
Visual Tourism Research Group	51
Climate Change and Tourism Research Group	51
Tourism Education Research Group.....	52
ATLAS Regional Groups.....	56
ATLAS new publications.....	57

Introduction

Tara Duncan
Chair ATLAS
Dalarna University, Sweden
tdu@du.se

Dear ATLAS members

As always, thank you so much for taking the time to read through ATLAS Reflections 2021. Last year I wrote that 2020 had been a difficult and challenging time for many in the tourism industry and I do not think much changed in 2021. We continue to hope that all our members have found ways to cope with the many challenges that the last (almost) two years have brought in their personal and professional lives. We also continue to look forward to a positive, more sustainable future for tourism.

I want to start my report by celebrating 30 years of ATLAS before I outline what ATLAS has been doing over this last year. This year marks the 30th anniversary since ATLAS was first established and we are immensely proud of everything ATLAS has achieved in this time. We have held 28 annual conferences, 11 ATLAS Africa conferences, 4 ATLAS Asia-Pacific conferences, 3 ATLAS Latin America conferences and numerous webinars. We currently have 11 special interest groups and have had 19 others that have been active over the years. We have been involved in more than 10 European projects and have published working papers, reports, reviews and the annual reflections. We currently have 149 members in 51 countries and just this year have re-vamped our membership fee structure to better reflect our membership.

Without doubt, the success of ATLAS is down to many passionate and motivated people over many years. However, I think I can say that without Greg Richards as the initial and continuing driving force, ATLAS would not be where it is today. And behind the scenes, ATLAS gurus, Leontine Onderwater (who has been with ATLAS since almost the beginning) and Jantien Veldman (who has been with ATLAS for 18 years) remain the friendly, welcoming faces of the organisation. Thanks also go to previous chairs, Rene van du Duim, Melanie Smith, John Swarbrooke and Greg Richards, for their strong leadership of ATLAS. A final thanks must go to all our members who have engaged with ATLAS over the last 30 years. Your interest and engagement with ATLAS keeps us vibrant and driven and as we look to the future, we hope that the next decades will be equally fulfilling and rewarding for all those involved in ATLAS.

Whilst our 30th celebrations could not happen in person at the Prague Annual Conference as we had hoped, two new initiatives this year provided the kick-start for the next chapter in the ATLAS journey. Firstly, we established an ATLAS advisory Board. This board consists of past chairs and long-standing ATLAS members and the goals of the Advisory Board include advising the ATLAS Board where needed and more importantly, looking at ways we can future-proof ATLAS. The Advisory Board have already made a huge impact on ATLAS activities and we look forward to their continued input and advice in years to come. Secondly, we announced our initial ATLAS Prizes for best Bachelors and Masters Theses in Tourism and Leisure. We were very pleased with the number of submissions and members of the Advisory Board took on the task of going through the submissions. The quality of submissions was so high that they offered a Winner and Highly Commended Thesis in both categories. Our congratulations go to the Inaugural recipients of the ATLAS thesis prizes: Eleonora Rossi (Dalarna University, Sweden) for Best Bachelor's thesis; Jana Samira Werl (Breda University of Applied Sciences, The Netherlands) for Best Master's thesis; and Sofia Rastelli (Erasmus University Rotterdam, The Netherlands) for Highlight Commended Bachelors thesis; and Kristaa Hansen

(Wageningen University, The Netherlands) for Highly Commended Master's thesis.

Despite the continuing pandemic, ATLAS has been very busy this year. We have organised over 24 webinars, including 2 Latin America symposium in March and September, 2 ATLAS Africa events, and 10 webinars for our current Erasmus+ projects. We have co-hosted webinars and already have a number of on-line events planned for early 2022, including an ATLAS Africa webinar on February 14th entitled, 'Falling back in love with tourism - An African affair' and a re-launch of our ATLAS Middle East chapter with a webinar in mid-March. Going into the future, we will continue to offer on-line events as well as hoping to return to in-person events in 2022.

In September, we hosted our Annual ATLAS Conference in Prague. Or rather, our hosts, AMBIS hosted a virtual Annual Conference. For the second year running we were unable to host our Annual Conference in person. However, through the LiveTo platform, we hosted a full conference consisting of 37 parallel tracks including 9 special tracks, 2 fantastic keynote presentations and an insightful panel session. We were treated to a virtual tour of Prague, had a cocktail evening, engaged in 'meet the senior academic' sessions, organised publisher events and had coffee and lunch break our rooms for networking opportunities. Registration for the conference matched our previous conference participation and we had high attendance throughout the event. Thanks to all the speakers and delegates for making the Conference a huge success. Thanks also must go to Alžbeta Kiralova and her colleagues for their flexibility, adaptability and perseverance in pulling the conference together. Whilst we were not in Prague, their hard work gave us a real 'Prague' flavour to the whole event.

We are hoping to hold some in-person events in 2022, pandemic permitting. The Gastronomy Special Interest group is planning an event in Girona, Spain in February with the theme 'Gastronomy after the Pandemic; Changes and challenges in food tourism'. They are already planning a hybrid event and if you are interested in attending, please keep an eye on our website for updates. We are also planning the 2022 Annual Conference in Cork, Ireland. Hosted by Angela Wright and her colleagues at Muster Technological University, the theme is 'Tourism 22 and Beyond: What matters now to the Global Tourist?'. We are planning for an on-site, in person conference but we are also working to offer alternatives for those who are unable to get to Ireland. We are excited to get back to in real life events but are also trying to be realistic about our ability to travel and our desire to travel. We are working to ensure that our conference and events are as sustainable as possible and welcome feedback on ways we can work towards achieving this.

We continue to look for new Board members who are passionate about ATLAS and want to help us continue our success into the future. In early 2022, expect to see some fresh Board roles being advertised, especially around social media engagement and liaising with the Advisory Board and their new initiatives for ATLAS. If you are interested in taking a more active role in ATLAS, please contact Leontine, Jantien or myself to talk about opportunities and time commitments.

As always, I want to personally thank Leontine Onderwater and Jantien Veldman. ATLAS relies so much on both of them to maintain momentum and their continued understanding of the situation and flexibility in their roles has been invaluable in yet another strange year. Thanks must also go to Greg Richards who has decided to step away from his role on the ATLAS Board for the time being. As I said earlier, ATLAS would not exist without Greg, and so we offer our heartfelt thanks his contributions over the last 30 years and know that he will always be around to offer advice and encouragement if needed.

As I said last year, we are all looking forward to a new and improved version of 'business as usual' in the next year and with this, I hope we have opportunities to meet in person. However, we aim to be prepared for whatever the future brings and so expect to see a full complement

of ATLAS events being offered in 2022 – on-line, in-person, hybrid, or in any other format that works for our members.

To conclude, the last two years has been a challenge for all of us and ATLAS is no exception. As a not-for-profit organisation that relies on membership and conference fees to support all our activities, 2021 has been provided its fair share of headaches. However, our goal is always to provide events, publications and networking opportunities for our members, and we think we have achieved this very successfully. Thanks to all our members for their continued support of ATLAS. We appreciate every interaction and look forward to seeing many familiar faces and welcoming many new faces to our events in the coming year.

Thanks again to everyone involved in ATLAS; the Board, Advisory Board and all University and student members. Please keep up to date with our activities through our website, Facebook page, You Tube channel and Twitter.

Take care, stay healthy and see you in 2022.

Tara Duncan

December 2021

ATLAS memories from Africa

Kezia H. Mkwizu

Greetings from Tanzania. I am currently pursuing my postdoctoral at The Open University of Tanzania after I successfully defended my PhD Thesis on 14 February 2018 and graduated with a PhD in Tourism in the 35th graduation ceremony held on 17th January 2019 at The Open University of Tanzania.



As an active PhD student, I was fortunate to be a participant in various ATLAS events and I am pleased to share some of the memorable moments. I attended the ATLAS Africa Conference 2013 held in Kigali, Rwanda. Not only was this my first-time conference with ATLAS but also my first-time to go beyond being a transit passenger in Kigali International Airport many years ago to being a PhD student visiting Rwanda for education and tourism purposes. I enjoyed the conference activities as well as managed to do a tour of Akagera National Park and Lake Ihema.



ATLAS Africa Conference 2013, Kigali, Rwanda (Photos by Kezia H. Mkwizu)

In 2015, I was fortunate to participate in another ATLAS Africa Conference held in Dar es Salaam, Tanzania. This was my second conference with ATLAS and it was also special because the conference took place in my own country and participants were able to make a tour of Bagamoyo town.



ATLAS Africa Conference 2015, Dar es Salaam, Tanzania (Photos by Kezia H. Mkwizu)



ATLAS Africa Conference 2015, Bagamoyo Tour, Tanzania (Photos by Kezia H. Mkwizu)

For 2017, ATLAS held the ATLAS Africa Conference in Eldoret, Kenya. I participated in the PhD Colloquium as one of the scholars to contribute comments to presentations made by PhD students. On the actual conference days after the PhD Colloquium, I also presented my paper. We also had tour of Kiotalel Arap Samoel Museum and Siret Tea Factory.



ATLAS Africa Conference 2017, Eldoret, Kenya- PhD Colloquium (Photos by Kezia H. Mkwizu)



ATLAS Africa Conference 2017, Eldoret, Kenya- Presentation and Dinner (Photos by Kezia H. Mkwizu)



ATLAS Africa Conference 2017, Eldoret, Kenya- Tour to Koitalel Arap Samoei Museum and Siret Tea Factory (Photos by Kezia H. Mkwizu)

For the year 2019, I was fortunate to participate in the ATLAS Africa Conference which took place in Kampala, Uganda. I also participated in the PhD Colloquium as one of the scholars to contribute comments to presentations made by PhD students. The days after the PhD Colloquium, I had the opportunity to present papers and tour the Uganda Wildlife Education Centre (UWEC).



ATLAS Africa Conference 2019, Kampala, Uganda - PhD Colloquium (Photos by Kezia H. Mkwizu)



ATLAS Africa Conference 2019, Kampala, Uganda- Presentation (Photos by Kezia H. Mkwizu)



ATLAS Africa Conference 2019, Kampala, Uganda - UWEC (Photos by Kezia H. Mkwizu)

Additionally, the conferencing and networking enabled me to achieve research skills. So, thank you very much. My great appreciation also goes out to Leontine Onderwater, Prof. Rene van der Duim and Jantien Veldman for their tireless dedication to ensure ATLAS grows and expands. Also thank you Dr. Tara Duncan, the scientific committees and organizers for the continued efforts to make ATLAS prosper with events even during these challenging times of Covid-19 by delivering conferences online, for example, via zoom and webinars. I also wish to extend my gratitude to all the colleagues I have been blessed to meet during my various ATLAS conferences. I would like to encourage other PhD students to take advantage of the many opportunities that ATLAS offers so as to strengthen their PhD journey in the field of tourism. Thank you all and stay blessed. Below are solo and collaborative papers submitted to various ATLAS conferences including publications with ATLAS Tourism and Leisure Review as a reflection of the success with ATLAS.

References

Mkwizu, K.H.M. (2016). **Role of Domestic Tourism: An Evolutionary Economic Geography Approach in Tanzania**. The 25th ATLAS Annual Conference. 14-16 September 2016, Canterbury, UK. <http://www.atlas-euro.org/LinkClick.aspx?fileticket=q6iikmLMg8Q%3d&tabid=248&language=en-US>

Mkwizu, K.H.M. (2017). **Tourism and Global Citizenship: A perspective of Domestic Tourists Visitation Profile and Social Media in Udzungwa National Park in Tanzania**. The International Conference on Tourism, Ethics and Global Citizenship: Connecting the Dots. 3-6 July 2017, Apeldoorn, Netherlands. <http://lawsdocbox.com/Immigration/69802823-Proceedings-of-the-international-conference-on-tourism-ethics-and-global-citizenship-connecting-the-dots-abstracts.html>

Mkwizu, K.H.M. (2017). **Influence of Media and Income on Domestic Tourists visiting Udzungwa National Park in Tanzania**. The 10th ATLAS Africa Conference, 7-9 June 2017, Eldoret, Kenya. <http://www.atlas-euro.org/LinkClick.aspx?fileticket=B43l-BWOAdc%3d&tabid=261&language=en-US>

Mkwizu, K.H.M. (2018). Analysis of sources of information and income of domestic tourists to National Parks in Tanzania. *ATLAS Tourism & Leisure Review*, 2018(2): 28-43.

Mkwizu, K.H. (2019). **Innovation and Lake Tourism in Tanzania**. ATLAS Africa Conference, 12-14 June 2019, Kampala-Uganda. http://www.atlas-euro.org/LinkClick.aspx?fileticket=g_WMHRW39vA%3D&tabid=309&language=en-US

Caroline, A., Mkwizu, K.H., & Matama, R. (2019). **Standardization and Internationalization of Tourism Small Businesses: A Study of Hotels in Kampala, Uganda**. ATLAS Africa Conference, 12-14 June 2019, Kampala-Uganda. http://www.atlas-euro.org/LinkClick.aspx?fileticket=g_WMHRW39vA%3D&tabid=309&language=en-US

Mkwizu, K.H., Mtae, G.H., Schultz, J.L., Gardner, B., Otieno, B., Charles, R.P., Belete, B., Koroma, W., & Udoh, A. (2019). **Technology Usage in Tourism: Comparative Study of Tanzania and USA**. ATLAS Africa Conference. 12-14 June 2019, Kampala, Uganda. http://www.atlas-euro.org/LinkClick.aspx?fileticket=g_WMHRW39vA%3D&tabid=309&language=en-US

Mkwizu, K.H., & Sechele-Mosimanegape, P. (2019). **Marketing Strategies as a tool for Destination Competitiveness: A case of Gaborone City**. ATLAS Africa Conference. 12-14 June 2019, Kampala, Uganda. http://www.atlas-euro.org/LinkClick.aspx?fileticket=g_WMHRW39vA%3D&tabid=309&language=en-US

Kagoya, S.M., & Mkwizu, K.H. (2019). **ICT Usage in Panelist Sessions to Enhance Completion of PhD Studies in Public Universities: Study of Uganda and Tanzania**. ATLAS Africa Conference. 12-14 June 2019, Kampala, Uganda. http://www.atlas-euro.org/LinkClick.aspx?fileticket=g_WMHRW39vA%3D&tabid=309&language=en-US

Atuzarirwe, C., Mkwizu, K.H., & Matama, R. (2020). Standardization and internationalization of tourism small businesses: A study of Hotels in Kampala, Uganda. *ATLAS Tourism and Leisure Review*, 2020(1), 11-22.

Mkwizu, K.H., Mtae, G.H., Schultz, J.L., Gardner, B., Otieno, B., Charles, R.P., Belete, B., Koroma, W., & Udoh, A. (2020). Technology Usage in Tourism: Comparative Study of Tanzania and USA. *ATLAS Tourism and Leisure Review*, 2020(1), 74-88.

Kagoya, S.M., & Mkwizu, K.H. (2020). ICT in Panelist Sessions to Enhance Completion of PhD Studies in Public Universities: Study of Uganda and Tanzania. *ATLAS Tourism and Leisure Review*, 2020(1), 63-73.

ATLAS memories from Portugal

Carlos Fernandes

In 1997 there were few tourism conferences taking place worldwide. The ATLAS Annual Conference was a turning point, in general, at the time. It raised the bar on what was to be expected of tourism conferences. The scientific component was key of course. But the operation was visionary. Much contact with local residents, culture and events, the importance of gastronomy when there was still little academic literature on the subject, organized in both Portuguese and English languages with no simultaneous translation and the pampering of delegates. Let's not forget other small details like bus rides to the sessions taking place at different locations in the region, tearing the delegates away from the hearty lunch for the afternoon session, the all you can drink (wine!) at lunch and dinner, and delegates ordering extra bottles and placing them under the table (to make sure they don't run out!!), quick logistical reactions like arriving in a small village in the middle of the mountains to find out that the rooms were not set up for the workshop sessions, the block out at that same village just when we were walking to the restaurants for dinner, explaining to the cooks at the restaurants what is a vegetarian, the airport transfers in a very busy road (no motorway at that time), unsuccessfully getting certain delegates (mostly UK) away from the television with live coverage of Princess Diane's funeral....I could go on. ATLAS conferences were never the same after 1997!!

Carlos in 1997



Carlos in 2007



Carlos in 2017

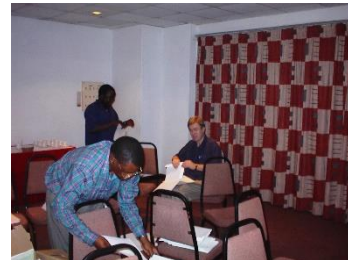


ATLAS Africa - 20 years of inspiration

René van der Duim

In the last twenty years I have been privileged to travel to Eastern and Southern Africa on a regular basis for doing research, managing development cooperation projects between universities from Africa and Europe, and as the co-organizer of ATLAS Africa conferences. Actually I am the only one who attended all 11 ATLAS Africa conferences, although Rosalynne Okech and Øystein Jensen got close!

The foundation of ATLAS Africa started with an inaugural conference at the Whitesands Hotel in Mombasa in December 2000, organized by Moi University (Eldoret, Kenya) in cooperation with ATLAS and Wageningen University, in the framework of a collaboration between MOI University, Wageningen University and Stenden University of Applied Sciences, sponsored by the Dutch Government. To be able to run the conference, computers and printers were transported all the way from Eldoret to Mombasa, a distance of almost 800 kilometers.



The large Dutch delegation at the conference took this opportunity to go on a 3 day safari at the end of the conference, and visited Tsavo National Park and the Masai Mara under the guidance of Stephen Ongaro from Moi University.

Since the inaugural conference in Mombasa, another 10 conferences have been organized: in Arusha (Tanzania) in 2003, Pretoria (South Africa) in 2004, Mombasa (Kenya) again in 2006, Kampala (Uganda) in 2007, 2011 and 2019, Gaborone (Botswana) in 2009, Kigali (Rwanda) in 2012, Dar-es-Salaam (Tanzania) in 2015 and in Eldoret (Kenya) in 2017. The 2009 and 2011 conferences were co-sponsored by the ACP-EU Education (EDULINK) project African-European Academic Alliance for Sustainable Tourism development, Environmental sustainability and Poverty reduction (3A-STEP) in which 7 African and 3 European universities worked together. The 3A-STEP project established a research network consisting of 20 researchers from 10 universities and a team of 12 postgraduate students, many of which graduated at a European University later (see also Van der Duim et al. 2011). The 2011 conference also took part in the framework of the UK sponsored Delphe project, combining activities of universities, public and private sector organizations in Eastern Africa. The main goal of the Delphe project was to develop capacity in research on Pro-poor Tourism initiatives in East Africa, information sharing and influencing tourism policy in Eastern Africa and the world at large. Most of the research initiatives were centered on the famous Bwindi National Park in Western Uganda, focusing on the relation between tourism, nature conservation and poverty alleviation in areas adjacent to the park.

Although all conferences were inspiring and joyful, of some of them I have more vivid memories than others. For example, a couple of weeks before the 2003 conference Leontine told me she was pregnant, so we had to find someone to replace her. Luckily my colleague Karin Peters immediately jumped on the bandwagon and helped me out in Arusha. In 2004 I travelled to

Pretoria alone, Leontine being pregnant again (!), where I met Chris Boonzaier one day before the conference, finding out that all conference rooms were double booked. Miraculously we managed to find other rooms just half a day before the start of the conference. Nobody noticed our worries.

The 2013 conference in Kigali, Rwanda, organized by the newly established Rwanda Tourism University College (RTUC), turned out to be one of the most successful conferences ever organized by ATLAS Africa in terms of number of participants and output, as it clearly put RTUC and Rwanda on the international and African tourism map. In organizing this conference, Callixte Kabera, Rector of RTUC, and his entire staff worked closely together with staff members of InHolland University of Applied Sciences and VU Amsterdam, again enabled by an educational development cooperation project sponsored by the Dutch Government. I will never forget the pride and enthusiasm of the staff of this newly established institute.



Clearly ATLAS Africa always has had its stronghold in MOI and Makerere University. At MOI especially Bob Wishitemi, John Akama and Stephen Ongaro at first and Damiannah Kieti and Rita Nthiga later on, have been very instrumental in the organization of ATLAS Africa activities. Similar support in Uganda has been provided by especially Wilber Ahebwa, responsible for organizing 3 ATLAS Africa conferences (!), and Amos Ochieng later. Personally I have been fortunate to be able to work closely together with 'my' PhD candidates (Wilber, Tabitha, Rita, Christine, Nelly and Amos), whom I all met at ATLAS Africa conferences and who all graduated at Wageningen University.

Not only many MSc and PhD projects have been a result of ATLAS activities, also numerous publications, as exemplified by the 10 thematic proceedings of ATLAS Africa conferences, ATLAS Review 2017-2, 2018-2 and 2020-1, a special issue of Ahebwa and Novelli (2014) in

Tourism and Hospitality Research and the 2007 book on 'Culture and Community' by Wishitemi, Spenceley and Wels.

Sadly, along the way, some of the ATLAS Africa conference participants and organizers passed away. I would like to commemorate Deon Wilson from South Africa, Dorothea Meyer with whom I travelled to Africa many times in the framework of the 3A-STEP, DELPHE and ATLAS activities and of course Karin Bras. We all remember vividly how she enjoyed the 2013 Rwanda conference, which she co-organized. Soon after she died as a passenger of Malaysia Airlines Flight 17 (MH17) from Amsterdam to Kuala Lumpur, that was shot down on 17 July 2014 while flying over eastern Ukraine. On 15th August, 2021 we also received the sad news about the decease of Prof. Bob Wishitemi, Professor of Tourism and former Deputy Vice Chancellor Moi University Kenya. He has always been a great supporter and one of the initiators of ATLAS Africa, attending many conferences and acting as a key note speaker. Based on 3 ATLAS AFRICA conferences between 200 and 2006 he published in 2007 together with Anna Spenceley and Harry Wels the book 'Culture and Community. Tourism studies in Eastern and Southern Africa'. His scholarly work focused on the relation between tourism, communities and nature conservation. But more importantly we will remember him as a friend, a father figure, a teacher, and as a mentor of many.



Obviously, in the last two years we have not been able to organize the 12th ATLAS Africa conference in South Africa as we had planned. It is my hope that young scholars from Africa and Europe will soon follow our footsteps and revive ATLAS Africa, as the last 20- years have been a great source of inspiration and pleasure.

References

- Ahebwa, W.M. and Novelli, M. (eds) (2014). African tourism & hospitality in global society: Central or peripheral? *Tourism and Hospitality Research* (Sage). Special Double Issue 2014; Vol. 14, No. 1-2
- Van der Duim, R. Meyer, D., Saarinen, J. and Zellmer, K. (eds) (2011) *New Alliances for Tourism, Conservation and Development in Eastern and Southern Africa*. Delft: Eburon Academic Publishers.
- Duim R. van der, Zellmer K., Kloek M., Saarinen J., van der, Klep G., Konstantinidou E. (2007-2017) (eds) *Thematic proceedings of ATLAS Africa conference*:
- Volume 1: Tourism and Nature in Africa (2007) (160 pp.)
 - Volume 2: Local communities and participation in African tourism (2007) (117 pp.)
 - Volume 3: Aspect of tourism in Kenya (2007) (117 pp.)
 - Volume 4: Tourism, nature conservation and wealth creation in Africa (2008) (74 pp.)
 - Volume 5: New avenues for tourism and wealth creation in Africa (2008) (118 pp.)
 - Volume 6: Tourism for development: Environmental sustainability, poverty reduction and empowering communities (2010) (138 pp.)
 - Volume 7: Tourism, tourists and sustainability development in Africa (2010) (118 pp.)
 - Volume 8: Tourism, nature and environmental education in Africa (2014) (120 pp.)

Volume 9: Sustainable tourism and environmental education: A natural link (2015) (158 pp.)
Volume 10: Tourism, regional development and sustainable environment (2017) (142 pp.)
Arnhem: ATLAS.

Thirty years of cultural tourism research

Greg Richards
Breda University of Applied Sciences,
The Netherlands
richards.g@buas.nl

The ATLAS Cultural Tourism Research Project is as old as ATLAS itself. In 1991 the project was launched as a European Union funded programme, aiming to analyse the emerging links between tourism and culture. The context of the project at that time was a push for European integration in the aftermath of the fall of the Berlin wall. The political expansion of 'Europe' was important to the early work of ATLAS, as many Central and Eastern European countries joined the network and began to participate in the fledgling ERASMUS programme.

This expansion was also reflected in the early work of the ATLAS Cultural Tourism Research Project (ACTRP). The first volume produced by the group was *Cultural Tourism in Europe* (Richards, ed. 1996), a pioneer international analysis of cultural tourism supply and demand. ATLAS members from 12 countries, principally in Western Europe, collected data from visitors to cultural sites in 1992, focussing on museums and monuments. Contributors included Jan van der Borg, Wil Munsters, Chris Gratton, Anne-Mette Hjalager and Malcom Foley. The work presented in this book reflected the 'cultural turn' in society and academia. Culture was seen as 'the new oil', which could help to power the economy in the wake of the oil crisis and economic restructuring.

The following ACTRP publication was *Cultural Attractions and European Tourism* (Richards, ed., 2001), which still reflected the European focus of the ATLAS network at the time, but also included contributions from the 'new Europe'. László Puczkó and Tamara Rátz reported on the Budapest Spring Festival and Barbara Marciszewska analysed the consumption of cultural tourism in Poland. The shifting focus towards cultural consumption and events also reflected the growing integration between culture and tourism, which was arguably driven by the 'mobilities turn'.

Tourists were moving in search of cultural experiences, and a growing range of actors were becoming involved in the supply of cultural tourism. Many new niches appeared, including Religious Tourism, Gastronomic Tourism and Creative Tourism (Richards and Raymond, 2000). Many of these niches became the focus of new Special Interest Groups in the ATLAS network (Hjalager and Richards, 2002), gradually maturing into academic fields in their own right. – new journals such as *Gastronomy and Tourism*, *International Journal of Religious Tourism and Pilgrimage*.

The growth of creative tourism reflected the wider 'creative turn', and Richard Florida's identification of the 'creative class'. Interest in heritage tourism also blossomed as globalisation appeared to stimulate rapid change and 'placelessness' (Smith, 2007). Conserving heritage became a major concern for places around the world (McKercher and Du Cros, 2002). The increasingly global nature of the cultural tourism phenomenon was also reflected in the growing participation in the ACTRG from countries outside Europe. In 2004, for example, cultural tourism surveys were completed by collaborators in Australia, Hong Kong, Macau and Mexico. The 2005 meeting of the Cultural Tourism SIG in Barcelona also adopted a much more globalised approach, leading to the publication of the volume *Cultural Tourism: Global and Local Perspectives*. This expanded view of the scope of cultural tourism included contributions from South Africa and Brazil, and included topics such as Township Tourism and the development of New Tourism Areas in cities (Richards, ed. 2007).

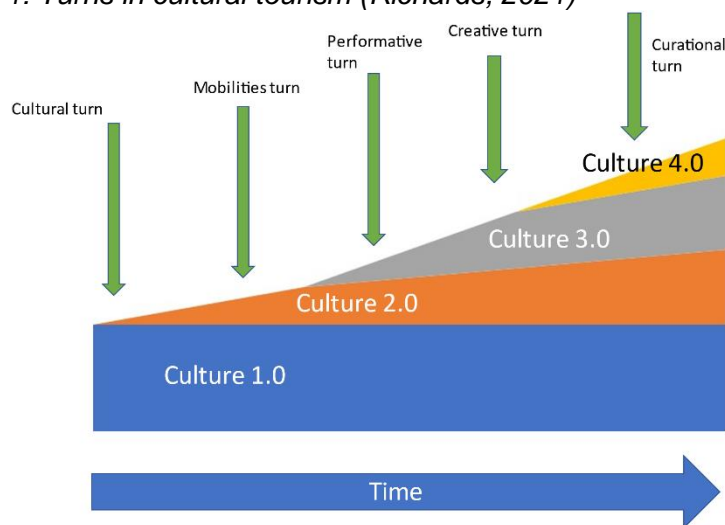
The subsequent *Routledge Handbook of Cultural Tourism*, edited by Melanie Smith and Greg Richards (2013) brought together contributions from many long-standing ATLAS collaborators, including David Bruce and Mike Robinson, Anna Thompson-Carr, Paolo Russo, Erik Cohen, Karolina Buczkowska and Kevin Hannam. Emerging perspectives from the fields of performance, creativity and the experience economy were well-represented in this volume.

The review of cultural tourism research by Richards (2018) underlined the explosion in cultural tourism research in the past thirty years. For example, the number of cultural tourism publications listed on Google Scholar grew from 100 in 1990 to over 6000 by 2016, and the most recent edition of the ATLAS Cultural Tourism Bibliography (2021) shows a further growth to over 12,000 in 2020. The increased attention for cultural tourism is also related to the diversification of the field, which has undergone many significant changes in the past 30 years. The UNWTO Report on Synergies Between Tourism and Culture (2018) summarised the changing relationship between tourism and culture thus:

1. A shift from tangible to intangible heritage in cultural tourism consumption and production;
2. A growing focus on everyday life, or 'living like a local';
3. Fragmentation of cultural tourism into a series of niches, such as heritage tourism, art tourism, gastronomy tourism, film tourism and music tourism;
4. An eventification of cultural tourism supply and demand as a means of generating attention and spreading demand;
5. The rise of new intermediaries and systems of curation;
6. A shift from elite to mass culture and the rise of new forms of distinction;
7. A broadening concept of culture as an object of tourism.

More recently Richards (2021) has shed further light on the 'curatorial turn' in cultural tourism, reflected in the most recent of the phases of cultural tourism development. Cultural tourism has arguably evolved from the historic context of the elite Grand Tour, or 'Cultural Tourism 1.0', to mass cultural tourism flooding the new museums and other temples of Cultural Tourism 2.0 in the 1990s, to the growth of new forms of Cultural Tourism 3.0, such as creative tourism, gastronomic tourism and street art. These changes also reflected shifts in the urban contexts that were becoming predominant in cultural tourism around the turn of the Millennium. Cities have also been pivotal in the development of 'urban and tourist communication', in 'Culture/City/Cultural tourism 4.0'. These different phases of cultural and cultural tourism development can also be related to the different 'turns' in cultural and social theory, as Figure 1 suggests.

Figure 1: Turns in cultural tourism (Richards, 2021)



Wil Munsters, a founder collaborator of the ACTRG also produced an insightful review of the field in his latest publication *The Study of Cultural Tourism in Ten Models*. This volume illustrates how cultural tourism has changed over the last three decades through the application of key models to the study of the field. These include different cultural tourism typologies, product development models, sustainable cultural tourism approaches and the application of the product life cycle to cultural tourism.

In the future it is likely that more attention will be focussed on the co-creation roles of and performances of producers and consumers in cultural tourism practices. Insights from practice theory are increasingly being applied to analyse the “doings and sayings” of tourists as a reflection of the role of culture in their experiences. It is also likely that the growth of ‘mass cultural tourism’, so prevalent before Covid-19, will be augmented by new models of tourism development that attempt to avoid some of the worst excesses of previous models.

References

- Hjalager, A-M. and Richards, G. (2002, eds) *Tourism and Gastronomy*. Routledge, London.
- McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge: London.
- Munsters, W. (2021). *The Study of Cultural Tourism in Ten Models*.
https://www.researchgate.net/publication/351746481_The_Study_of_Cultural_Tourism_in_Ten_Models_-_Wil_Munsters
- Richards, G. (1996, ed.). *Cultural Tourism in Europe*. CAB International, Wallingford.
- Richards, G. (2001, ed.). *Cultural Attractions and European Tourism*. CAB International, Wallingford.
- Richards, G. (2007, ed.) *Cultural Tourism: Global and local perspectives*. New York: Haworth Press.
- Richards, G. (2018) Cultural Tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12-21.
- Richards, G. (2021) *Rethinking Cultural Tourism*. Cheltenham: Edward Elgar.
- Richards, G., & Raymond, C. (2000). Creative tourism. *ATLAS news*, 23(8), 16-20.
- Smith, M. & Richards, G. (2013, eds). *Routledge Handbook of Cultural Tourism*. Routledge: London.
- Smith, M. (2007). Space, place and placelessness in the culturally regenerated city. In Richards, G. (ed) *Cultural tourism: Global and local perspectives*, London: Routledge, pp. 91-112.
- UNWTO (2018). *Report on Tourism and Culture Synergies*. Madrid: UNWTO.

Thirty years of events research

Greg Richards
Breda University of Applied Sciences,
The Netherlands
richards.g@buas.nl

Academic research on events is a relatively recent field, but one that has grown significantly in recent years in line with the expansion of events education. The ATLAS Events SIG was only formed in 2011, a full 20 years after the ATLAS Cultural Tourism Research Group, for example. In much early research on events presented at ATLAS conferences, for example, events tended to be viewed as part of the tourism product, rather than as a stand-alone phenomenon. For example, 'cultural events' were identified as one of the major future trends in the conclusion of Cultural Tourism in Europe in 1996, because "cultural events are often seen as a solution to the problems of product differentiation and seasonality in an increasingly competitive tourist market" (Richards, 1996, p. 322).

The tourism-related focus of much early events research was also seen in the work of pioneering authors. Don Getz's first books on events were *Festivals, Special Events, and Tourism* (1990) and *Event Management and Event Tourism* (1997). Bill Richards (1992) also produced an early 'how to' guide to organising and marketing special events to attract tourists. Jeff Goldblatt (1990) adopted a more managerial perspective on events as 'celebrations' in his volume on *Special events: the art and science of celebration*. The early linkage of events and tourism eventually led to the identification of 'events tourism' as a specific field of study, before events in themselves were deemed worthy of attention by tourism and leisure scholars. This shift was evident in the title of Don Getz's third volume, *Event Studies: Theory, Research and Policy for Planned Events* (2007).

The emerging concept of 'event studies' positioned this as the academic field concerned with creating knowledge and theory on planned events, including both the leisure and business fields. The idea was to adopt a holistic approach towards events as a phenomenon, rather than seeing them as a means of generating tourism. The main elements of the events phenomenon were seen as personal antecedents and decision making, planning and management of events, event patterns and processes and outcomes and impacts (Getz & Page, 2019). In spite of this widening perspective, however, much early event studies research remained focussed on a relatively small number of areas, most importantly event impacts, which also tended to be linked to tourism outcomes.

It was only as event studies began to develop as an academic field in university courses that a much wider range of perspectives developed, extending from management and marketing into a broader field of social, cultural and critical perspectives. Anthropologists had long shown interest in events as a form of ritual, and this was also integrated into the emerging event studies field. Turner's (1969) work on rituals and the importance of liminality became foundational to many events studies, including those that focussed on tourism (Cohen, 2009). Perspectives from anthropology and social science also heralded a shift in the events studies field from a primary event focus to considering the event in context, as part of a broader social system. In the first meeting of the ATLAS Events Group in 2011, for example, the theme was the social dimension of events, conceived of as covering the socialisation function of events as well as their role in society as a whole. This led to the publication of the volume *Exploring the Social Impacts of Events* (Richards, de Brito and Wilks, 2013), which also began to explore the idea of events as social networks and as actors within social systems. One of the examples of the concept of 'event as actor' was the increasing use of events as catalysts for change in communities, particularly in cities. Richards and Palmer (2010) argued that the development of 'eventful cities' was one sign of the growing need for places to distinguish themselves in a

globalising world. The increased use of events as policy tools also shed more light on the range of stakeholders involved in event development, and the political tensions that could arise between different groups trying to influence power over events and their outcomes. Larson and Wikström (2001) introduced the concept of the 'political market square' as an arena for event stakeholders, and Todd, Leask and Ensor shed light on the growing range of stakeholders involved in staging events.

The growth of events was also related to the rise of the 'experience economy' (Pine & Gilmore, 1998), with events seen as a major generator of experiences. This was also an area of research for the ATLAS Events Group, which developed the Event Experiences Scale as a tool for experience management (de Geus, Richards & Toepoel, 2016). The focus on experiences also created more attention for event design and visitor engagement (Richards, Marques & Mein, 2013).

The ATLAS Events meeting staged in Barcelona in 2016 indicated the need to re-assess concepts such as the 'eventful city' in rapidly developing networks and places (Richards & Colombo, 2017). New visions included the event portfolio (Ziakis, 2013), with many cities carefully managing their portfolio of events to generate a range of outcomes (Antchak, 2017). With Covid-19, however, events suddenly ground to halt across the world, and event professionals had to seek alternative forms of employment. Discussions raged about the dangers of event and festival attendance, as experiments were staged to test the safety of physical events. The pandemic boosted digital events, as well as hybrid events mixing physical and virtual forms of engagement (Simons, 2019). The full effects of the pandemic on the events sector are still unfolding, but this is bound to be one of the major areas of attention in the coming years.

References

- Antchak, V. (2017). Portfolio of major events in Auckland: Characteristics, perspectives and issues. *Journal of Policy Research in Tourism, Leisure and Events*, 9(3), 280-297.
- Cohen, E. (2009). Spirit possession and tourism at Thai festivals a comparative study. *Tourism Recreation Research*, 34(1), 45-54.
- Geus, S. D., Richards, G., & 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.
- Getz, D. (1990) *Festivals, Special Events, and Tourism* (1990). New York: Van Nostrand Reinhold.
- Getz, D. (1997) *Event Management and Event Tourism* (1997) (2d. ed. 2005). New York: Cognizant.
- Getz, D. (2007) *Event Studies: Theory, Research and Policy for Planned Events*. London: Routledge.
- Goldblatt, J. J. (1990). *Special events: the art and science of celebration*. Van Nostrand Reinhold.
- Larson, M., & Wikström, E. (2001). Organizing events: Managing conflict and consensus in a political market square. *Event management*, 7(1), 51-65.
- Richards, B. (1992) *How to market tourist attractions, festivals and special events : a practical guide to maximising visitor attendance and income*. London: Longman.
- Richards, G. W., & Colombo, A. (2017). Rethinking the eventful city: Introduction. *Event Management*, 21(5), 527-531.
- Richards, G., de Brito, M. and Wilks, L. (2013) *Exploring the Social Impacts of Events*. London: Routledge.

Richards, G., Marques, L. and Mein, K. (2014, eds) *Event Design: Social perspectives and practices*. Routledge: London.

Richards, G. & Palmer, R. (2010) *Eventful Cities: Cultural Management and Urban Revitalisation*. Routledge: London.

Todd, L., Leask, A., & Ensor, J. (2017). Understanding primary stakeholders' multiple roles in hallmark event tourism management. *Tourism management*, 59, 494-509.

Robertson, M., Ong, F., Lockstone-Binney, L., & Ali-Knight, J. (2018). Critical event studies: Issues and perspectives. *Event Management*, 22(6), 865-874.

Simons, I. (2019). Events and online interaction: The construction of hybrid event communities. *Leisure Studies*, 38(2), 145-159.

Turner, V.W. (1969). *The ritual process: Structure and anti-structure*, London: Routledge & Kegan Paul.

Ziakas, V. (2013). *Event portfolio planning and management: A holistic approach*. London: Routledge.

Thirty years of SPMT research Developments in research and/or education in the last 30 years In the field of the SIG “Space Place Mobilities in Tourism”

Paolo Russo
University Rovira i Virgili
Spain
antonio.russo@urv.cat

The ‘mobilities paradigm’, an extensive shift in epistemological approaches to the study of society, place and power relations (e.g. politics and agency in placemaking) has represented one of the most important ‘turns’ in the social sciences, paradoxically recentring the study of tourism as a cross-disciplinary field, as demonstrated by the engagement with tourism as a context of mobility by many authors that are not originally coming from this area, like for one John Urry. It also ties in very well with the rising debate about the Anthropocene and sustainability transitions, with other conceptual ‘turns’ that have enlivened the study of society, human behaviour and economic relations (e.g. the performative turn, the spatial and radical turns, etc.), and with the debate on place resilience and vulnerability that has received new impetus from the affirmation of ‘overtourism’ as a new buzzword in the study of tourism-related disruptions as well as by the (apparently) opposite imposition of immobilisation caused by the pandemics, which have brought back new research on social justice vis-à-vis place development politics, scales, and agents.

Certainly, the mobilities paradigm has inspired the creation of this SIG, which has taken the place of the pre-existing tourism geographies SIG in ATLAS, opening it up to different disciplinary approaches and research interests.

The ‘mobilities paradigm’ has been mainly forged at UK universities, and mainly at Lancaster, the home university of John Urry and of many of his ‘disciples’ that then went on to teach at other universities around the globe; a particular mention should be done of Roskilde University in Denmark. However it has rapidly become a global research approach and has been articulated across many fields of application. I want to remind here the role of Mimi Sheller at the Worcester Polytechnic Institute and Drexler University, Tim Cresswell at Royal Holloway together with Peter Adey at the same university, Vincent Kaufmann at Polytechnic of Lausanne, Kevin Hannam currently at USJ Macao, Katharina Manderscheid at the University of Hamburg, Ole B. Jensen at Aalborg University, however countless researchers of prime fame like Michael Hall or Dianne Dredge have picked up this academic interest in their study, as reflected in the success of the Mobilities journal founded by John Urry and the later spin-off Applied Mobilities founded by Kevin Hannam. Kevin is an honoured member of this SIG and possibly the one author that is responsible for bringing tourism studies at the centre of this new turn, using tourism research as a microcosm of mobilities and how they change people and the world. I also would like to mention here the Mobile Lives Forum as an association based in Paris that promotes edge research and cooperation around human, nonhuman, capital and cultures mobilities, animated by Javier Caletrio, another former collaborator of Joh Urry.

Research that ties into the mobilities paradigm is far-ranging, from critical studies of the expansion of mobility systems and their global implications, to studies of place-making, the physical-virtual binomial, the politics of mobility as capacity to move (or to stay put), borders and bordering, travel behaviour and the role of connection nodes.

Mobilities research in tourism studies has been slower to affirm, especially in the most important tourism-receiving regions like the Mediterranean, evading the disciplinary lock-ins that have for a long time characterised the field. Yet today it is hard to find any major institution

involved in tourism research that does not engage with this concept at some level. In an early attempt to break into this field, this coordinator together with Greg Richards, coedited a book in 2017 ('Reinventing the local in tourism', Channel View) which opened the way for a group of young and less young researchers later contributing to the birth of the new SIG. Currently, this coordinator is leading a H2020 project ('SMARTDEST') that has tourism mobilities and its politics and relations with social justice as a conceptual pillar, engaging with 11 other European universities from 8 countries in pan-EU and case study research. The Durham Energy Institute is another outstanding example of research institution heavily involved in energy transitions and decarbonisation from a social sciences perspective, which upholds mobilities as a key approach.

The mobilities turn have also crept in tourism education. In spite of the largely cross-disciplinary character of this concept, which clashes against the largely sectorial nature of educational CV, we are seeing new postgraduate courses with a big emphasis on mobilities studies, either focusing on tourism or including tourism as a speciality. Among these, the MA program in Mobility Studies at the University of Padua, the MA degree in management of educational mobilities and tourism at the University of Caen, the M.Sc. program in Mobilities & Urban Studies at Aalborg University, the MA in Tourism Studies at the Arctic University of Norway, the MA in Tourism, Society and Environment of Wageningen University, the "Interdisciplinary Approaches to Tomorrow's Energies" (AIED) MA at the University of Paris, the postgraduate program in Tourism as University of Sao Paulo, and why not mention the MA program in Management of Tourism Destinations that this coordinator has designed at University Rovira i Virgili under the spell of this emerging approach.

Thirty years of volunteer tourism research Developments in research and/or education in the last 30 years in the field of the SIG “Volunteer Tourism”.

Elisa Burrai and Davide Sterchele
Leeds Beckett University
United Kingdom
E.Burrai@leedsbeckett.ac.uk
D.Sterchele@leedsbeckett.ac.uk

Volunteer tourism has been a field of significant academic interest for the past 20 years. It has been scrutinised from a multitude of angles and perspectives. Academics examined the roles, motivations, needs and characteristics of different stakeholders in the volunteer tourism field. Yet, studies tended to focus mainly on tourists and volunteer tourism providers with less emphasis on host communities. The impacts of volunteer tourism have been also examined in a variety of contexts and in relation to different stakeholders.

Much of the early literature on volunteer tourism focused on its benefits, highlighting the personal development of volunteers (Lepp, 2008; McIntosh & Zahra, 2007; Wearing, 2001), better cross-cultural understanding between societies and people (Raymond & Hall, 2008), improved living conditions for the host populations (Wearing, 2001) and increased involvement in social movements and activism (McGehee, 2002; McGehee & Norman, 2002; McGehee & Santos, 2005).

However, a more critical wave of volunteer tourism literature addressed it as a form of new colonialism, where the interests and motivations of Western volunteers outweigh the needs and desires of the local residents (Higgins-Desbiolles & Russell-Mundine, 2008). Some scholars highlighted the risk of dependency of hosting countries on volunteer tourism (Guttentag, 2009), with the latter potentially becoming yet another tool to reinforce Western power on more vulnerable destinations (Sin, 2010).

Since 2009, the ATLAS SIG led by Dr Angela Benson critically engaged with the advancement of research and insights into the volunteer tourism field. The aims of the SIG were to identify, synthesise and discuss problem areas; to develop best practice case study material; to provide a platform for critical discussion and to disseminate research findings. In this light, the group was active in organising seminars, symposiums and a special issue where key themes could have been discussed collegially and critically.

We are now continuing the legacy left by Dr Benson through the organisation of events that can be platforms for open, in-depth and critical discussions on how to progress with research on volunteer tourism. Hence, we promote activities that enable to network and work cooperatively on cutting-edge topics/theoretical approaches that have not been adopted in the field of volunteer tourism yet.

To this end, we advocate for additional innovative, critical, multi- and inter-disciplinary theoretical and methodological contributions to the field (Wearing and McGehee, 2013). We also acknowledge the importance of ‘going beyond’ the current volunteer tourism scholarship to create a wider-ranging and more inclusive research agenda (Smith and Holmes, 2009, p. 403). This involves exploring less obvious combinations between tourism and volunteering (Brennan, 2014; Holmes et al 2018; Jaeger & Olsen 2017; Stainton 2018), whose investigation enables the critical rethinking of volunteer tourism conceptualisations that have become mainstream and are currently taken for granted (Uriely et al 2003). Additionally, we need to articulate future research paths to better understand how volunteer tourism has been impacted by the current Covid-19 pandemic and how it intersects with it.

ATLAS members

September 2021

At the moment ATLAS has 149 members in 51 countries.

Argentina

Universidad del Salvador

Austria

Fachhochschule Kufstein Tirol Bildungs GmbH
FH Joanneum GmbH
IMC University of Applied Sciences Krems

Belgium

ASG & Skål International Limburg - Expert Group
Erasmus University College Brussel
Thomas More Mechelen
Université Libre de Bruxelles
University of Leuven

Botswana

University of Botswana

Brazil

Federal University of Pernambuco

Bulgaria

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

Chile

Universidad de La Frontera

China

City University of Macau
Hong Kong Polytechnic University
Macao Institute for Tourism Studies (IFTM)
Peking University
Shanghai Institute of Tourism
Sun Yat-Sen University
University of Saint Joseph

Colombia

Corporacion Universitaria Americana
Universidad Externado de Colombia

Croatia

Institute for Tourism
University of Rijeka

Cyprus

Bahçesehir Cyprus University
Cyprus University of Technology
Cyprus West University

Czech Republic

AMBIS University
Charles University
Masaryk University, FEA
Prague University of Economics and Business
University College of Business in Prague

Denmark

Aalborg University
Roskilde University

Finland

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

Hungary

2q kkt
Budapest Metropolitan University
University of Pannonia

India

Institute of Business Management

Ireland

Athlone Institute of Technology
Letterkenny Institute of Technology (LYIT)
Munster Technological University
TU Dublin
Ulster University
University of Limerick

Israel

Kinneret College on the Sea of Galilee

Italy

Free University of Bolzano
IRISS - Instit. for Research on Innovation and Services for
Università Bocconi Milano
Università della Calabria
University Ca' Foscari Venezia
University of Bergamo

Kazakhstan

Abay Myrzakhetov Kokshetau University

Kenya

Kisii University
Moi University

Latvia

Vidzeme University of Applied Sciences

Malaysia

Berjaya University College of Hospitality
Universiti Malaysia Sabah

Malta

EEC-ITIS Malta Tourism and Languages Institute

Mexico

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

Namibia

Namibia University of Science and Technology

Nepal

The Nepal Trust

Netherlands

Breda University of Applied Sciences
Erasmus University Rotterdam
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

Norway

University of Stavanger

Poland

Jagiellonian University
University of Economics Katowice
University of Lodz
Vistula School of Hospitality

Portugal

ESHTE Escola Superior de Hotelaria e Turismo do Estoril
IGOT – Ullisboa
ISCET – Inst. Sup. Ciências Empresariais e do Turismo
ISMAI – Instituto Universitario da Maia
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

Rwanda

University of Tourism, Technology and Business Studies

São Tomé e Príncipe

Instituto Superior Politécnico

Serbia

The College of Hotel Management Belgrade

Slovakia

Matej Bel University

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

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

Les Roches-Gruyère University of Applied
Sciences

Turkey

Cyprus Science University
Dokuz Eylul University
Eastern Mediterranean University
Mardin Artuklu University

Uganda

Jimmy Sekasi Institute of Catering
Kabale University
Makerere University

United Arab Emirates

Emirates Academy of Hospitality Management
Zayed University

United Kingdom

Canterbury Christ Church University
Cardiff Metropolitan University
Edinburgh Napier University
Leeds Beckett University
London Metropolitan University
Nottingham Trent University
Sheffield Hallam University
TRAM - Tourism Research and Marketing
University of Brighton
University of Derby
University of East London
University of Greenwich
University of Lincoln
University of Nottingham
University of Surrey
University of Westminster

United States of America

Clemson University

ATLAS student members

At the moment ATLAS has 26 student members in 12 countries.

Australia

Kevin Wallace – University of Technology Sydney

Belgium

James Ssebagala – Université Libre de Bruxelles

Finland

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

Germany

Gabriel Torres – Hochschule für Nachhaltige Entwicklung Eberswalde

Israel

Netta Kahana – The Hebrew University of Jerusalem

Kenya

Stella Chepkurui Barsulai – Machakos University

Edwin Obombo Magio – Moi University

Netherlands

Sebastian Amrhein – Radboud University Nijmegen

Zaira Seya Bulgheroni – Erasmus University Rotterdam

Miranda Megens – Tilburg University

Kristina Hansen – Wageningen University

Sofia Rastelli – Erasmus University Rotterdam

Jana Werl – Breda University of Applied Sciences

Portugal

Belmira Maria Santos Gomes Coutinho – Universidade de Aveiro

Ivana Stevic – Universidade de Aveiro

Slovenia

Janja Berložnik Šuler – University of Primorska

Elena Marulc – Faculty of Commercial and Business Sciences Celje

Spain

Laura Serrano Mendoza – Universidad Loyola

Sweden

Eleonora Rossi – Dalarna University

United Kingdom

Cameron Hedges – Edinburgh Napier University

Abbie-Gayle Johnson – University of Nottingham

Jessica McClure – Edinburgh Napier University

Linh Pham – University of Surrey

Benedetta Piccio – Edinburgh Napier University

Oscar Rodriguez Fernandez – University of East London

Brodie Sutton – Edinburgh Napier University

ATLAS events

Events organised between September 2020 and September 2021

ATLAS ONLINE EVENT

Tourism as a driver of regional development and collaboration
Hosted by AMBIS and ATLAS
September 9-11, 2020

ATLAS SIG meeting Events and Cultural Tourism

Festivals Cities and Cultural Tourism
ONLINE
22 October, 2020

ATLAS partnership webinar series

Mobilities Transforming Destinations
ONLINE
27 November 2020

ATLAS partnership webinar series

University of Pretoria Campus Tours: Before, During and After Covid-19
ONLINE
2 December 2020, 15.00 CET

ATLAS Africa Webinar

The Impact of COVID-19 on the tourism industry in Africa
ONLINE
9 December 2020, 10.00 CET

NTG Webinar

Upskilling and reskilling in tourism: Pact for Skills
ONLINE
18 December 2020, 11.30 CET

ATLAS Africa Webinar

Book launch Routledge Handbook of Tourism in Africa
ONLINE
13 January 2021, 11.00 CET

ATLAS SIG Business Tourism Conference

The New Normal in Business Tourism
ONLINE
21 January, 2021, 13.00 CET

ATLAS SIG Volunteer Tourism Webinar

Volunteer tourism & Covid-19: Challenges & opportunities
ONLINE
24 February 2021, 10.00 CET

ATLAS Latin America Webinar
Tourism and COVID-19 in Latin America. Resilience and transformation
ONLINE
10 March, 2021, 18.00 CET

INCOME Tourism Webinar
Sustainability of the tourism industry and the role of the dual learning model
March 30, 2021

INCOME Tourism Webinar 2
Students' perspectives on dual cooperative education
April 15, 2021 at 14.00 CEST

ATLAS Students' Webinar
And afterwards what? Smart Tourism, future challenges
April 20, 2021 at 15.00 CEST

ATLAS IPTRN Arctisen Webinar
Exploring the meanings and practices of cultural sensitivity in tourism
April 29, 2021 at 15.00 CEST

INCOME Tourism Webinar 3
Companies' benefits of dual cooperative education - Experiences & Insights
May 6, 2021 at 14.00 CEST

INCOME Tourism Webinar 4
Dual Cooperative Education - in-depth view from an academic perspective
May 18, 2021 at 10.00 CEST

INCOME Tourism ONLINE conference
The future of tourism education and the role of cooperative learning
May 18-19, 2021

ATLAS Book Launch webinar
Rethinking Cultural Tourism
May 21, 2021

ATLAS SIG Space, Place, Mobilities in Tourism meeting
Social Mobility Goes on Holiday: Tourist Im|mobilities, Conflicts and Empowerment
Padova and Venice, Italy
27-28 May, 2021

NTG Webinar Series
New skills training for professionals in the tourism sector: European experience
June 1, 2021

ATLAS SIG Urban Tourism ONLINE meeting
New Directions for Urban Tourism Post-COVID
June 3-4, 2021

NTG Webinar Series
New skills training for professionals in the tourism sector: European experience
June 8, 2021

NTG Webinar series
Post-Covid recovery and new skill requirements
June 17, 2021

ATLAS Annual ONLINE conference 2021
Tourism 21: Re-building Tourism – Continuities and Changes
September 7-10, 2021

ATLAS Latin America Webinar
Turismo y COVID-19 en América Latina
Nuevas direcciones en la recuperación de la actividad turística
29 September 2021

Future events

CultSense webinar
Fostering Culturally-sensitive Practices in Tourism
October 7, 2021

NTG ONLINE Conference
The Next Tourism Generation: Building a skilled workforce
November 18, 2021

ATLAS SIG meeting Gastronomy and Tourism
Lockdown gastronomy: Changes and challenges in food tourism
Girona, Spain
16-19 February, 2022

ATLAS Annual Conference 2022
Tourism 22 and Beyond - What Matters Now to the Global Tourist?
Cork, Ireland
September 6-9, 2022

CultSense webinar

Fostering Culturally-sensitive Practices in Tourism October 7, 2021

Please save the date – 7th October 2021, 15h-17h. CultSense and ARCTISEN, together with ATLAS – Association for Tourism and Leisure Education and Research are organising a webinar on “Fostering Culturally-sensitive Practices in Tourism”.

We are putting together a nice programme, with guests from academia and the industry. Melanie Smith, renowned scholar on Cultural Tourism and Wellbeing, will moderate the session. In September you can see the full programme, but for now just put it in your diary! Looking forward to seeing many of you on the 7th October 2021!

FREE WEBINAR:
**FOSTERING
CULTURALLY-SENSITIVE
PRACTICES IN TOURISM**

OCTOBER 7 2021 **MODERATOR: MELANIE SMITH**

SAVE THE DATE!

TIME:
9-11 EST
11-13 WGST
15-17 CEST
16-18 EEST

Logos: ATLAS, cult_sense, Northern Periphery and Arctic Programme, Erasmus+ Marie Skłodowska Curie, Erasmus University Rotterdam

More information at:

<https://www.cultsense.com/news-events/save-the-date-webinar-on-culturally-sensitive-practices-in-tourism/>

NTG ONLINE Conference
The Next Tourism Generation: Building a skilled workforce
November 18, 2021



The nature of the tourism industry is complex, but it also has the potential to influence positive change. Commitment from all organizations in the tourism field is an essential factor in working together to rebuild tourism. It is necessary to develop an agile and future-proof sector, both in the short and long term. This means investing in human capital whilst preparing for digital developments and planning for more sustainable and impactful tourism solutions. But how do we as a travel sector really make a difference so that it will also change? How do we enable connections between education, industry and governments and what digital, green and social implications are needed for future employment?

During this conference, we aim to bridge this gap by providing more information and context on the necessary skills that the industry demands and discuss how to Upskill and Reskill and collaborate. We partner with some of the best experts, organizations, and educational institutions working in tourism skills development and share insights from the Next Tourism Generation Project.

Draft Programme 18 November 2021

Module 1 10.00 – 11.15: **Upskilling and reskilling in tourism and hospitality**

Module 2 12.00 – 13.15: **Addressing skills needs with innovative collaboration**

Module 3 14.00 – 15.15: **Integrating new skills into industry and education curricula**

Module 4 16.00 – 17.15: **Evaluation and round table discussion**

More information at:

<https://nexttourismgeneration.eu/>

ATLAS SIG meeting Gastronomy and Tourism
Lockdown gastronomy: Changes and challenges in food tourism
Girona, Spain
16-19 February, 2022

The ATLAS Tourism and Gastronomy Group has long discussed the relationship between food and tourism, food being part one of the most important elements of tourism experience. During the meetings over the last few years, different topics have been addressed, such as the connection between tradition and innovations, the definition of 'traditional food', what is authentic or real when it comes to gastronomy, among others.

The Covid19 pandemic has abruptly changed all scenarios, altering many aspects of our daily lives and, above all, the tourism sector. The theme of the 2022 meeting proposes a reflection on what changes concerning food and tourism have taken place due to this situation. Which of these changes are transient? Which of these changes will remain?

In this unstable context, research on the changes and the challenges is more necessary than ever. Therefore, the main issue is the rethinking of the business model in the food tourism sector, food festivals and events, agritourism etc. through 5 different perspectives:

- Management. Rethink food operations to increase profits and create a long-term sustainable business, with more controlled investments and shorter returns and diversifying activities. Also, retain old customers and capture a new audience through product innovation and new forms of service.
- Marketing. Importance of technology to explore alternative solutions and resources and ensure market presence. Increasing social media advertising to improve corporate strategy in marketing actions.
- Hygiene. The importance of taking into account health, implementing systems for a greater perception of safety by customers and cleaning of spaces.
- Social commitment. The need for a re-education of the components in the restaurant sector, with new habits and ways of life. Taking into account the sense of fear of the customers and making them feel secure in all the gastronomy spaces in the tourism travels.
- Cultural heritage. How can food be used to enliven heritage experiences? How can the cultural heritage of a region be brought to life through food and gastronomic experiences?



More information on the ATLAS events at:
www.atlas-euro.org

ATLAS Annual Conference 2022

Tourism 22 and Beyond - What Matters Now to the Global Tourist? Cork, Ireland September 6-9, 2022

On Thursday 9 September, during the ATLAS ONLINE annual conference, Angela Wright did an inspirational presentation about the 2022 ATLAS annual conference.



As tourism destinations worldwide continue to open up, albeit tentatively, we reflect, as academics, practitioners and stakeholders, on the past few years and ask: 'what matters now to the global tourist'? To facilitate this generation of new knowledge and mind exploration, we extend a warm 'Céad Míle Fáilte', 'A Hundred Thousand Welcomes' to MTU, Cork, Ireland.

Covid-19 and the ensuing lockdown years have taken their toll on global tourist destinations. For the first time since World War 2, travel and tourism ceased. Now, while destinations plot a path to full recovery, we are cognizant that prospective tourists and travellers are more self-aware. Tourists know what they want and have heightened concerns about sustainability, social equality, 'green issues', 'The Planet' and 'space and place'. They are acutely aware of the impact that travel and tourism can have on our valuable resource – our world and the natural order. Balancing the concerns of nature, we, as humans, nevertheless, are hard-wired to travel and explore. We seek culinary, cultural, social, mindful, novel, exciting, educational and artful adventure and participatory experiences as we visit tourist destinations, new and old. As people travel and explore again, they want to embrace technologies that are now familiar friends. Individuals have embraced new ways to communicate and share tourist experiences. They research destinations before, during and after travel, and, while in the destination, they want access to 'smart tourism', 'smart' technologies and resources that enhance the destination participation and lived experience.

Emerging from the years 2020 and 2021, tourists want to embrace the experiences of the past but also move forward to enjoy and make new memories, while keenly conscious of risks (new diseases, unrest, terrorism, natural disasters etc..). Risk, however, is the new-world order and

for the tourism industry, tourist risk is raw and current. New ways of looking at 'risk management' strategies are urgently required for an industry that has safety & comfort at its core.

Open dialogue as to how tourism and destination marketers can find new methods of encouraging and supporting travel again is essential, as we address what matters to the global tourist now. With this Atlas Conference 2022 in Cork, Ireland, we have an excellent opportunity as academics, practitioners, tourism bodies, service providers and all relevant parties, to gather together in person. Here we will endeavour to trigger new progressive ideas, to debate, discuss, respond and prepare, recommend, and, most of all, after all of our deliberations – rejoice in the delights of travel once more.



More information at:

<http://www.atlas-euro.org/Default.aspx?TabID=399>

ATLAS Annual Conference 2023

Quality of Life: Health, Tourism and Climate

Bad Gleichenberg, Austria

2023

On Friday 10 September, during the ATLAS ONLINE annual conference, Daniel Binder did an inspirational presentation about the 2023 ATLAS annual conference.



"we practice what we preach"

ATLAS Conference 2023: a "Green Event"

- Certification by the Austrian Federal Ministry for Tourism, Agriculture, and Sustainability
- Avoiding waste production
- Serving local, organic food and drinks
- Travel with public transport
- CO² compensation possibilities
- Digital solutions of attendance too
- Many more...

green events
STEIERMARK
zoom

Daniel Binder ...

Bad Gleichenberg is located in the southeast of Styria, nestled in rolling hills, surrounded by vineyards, and surrounded by seven thermal spas. Located in the destination "Styrian Thermal and Volcanic Land (www.thermen-vulkanland.at/en), the campus of FH JOANNEUM Bad Gleichenberg is the ideal place to study topics of health, well-being, sports, and tourism. Around 360 students appreciate the family atmosphere, the high quality of life and study, and the region's culinary offerings. Like the bachelor's and master's degree programs on offer, the conference theme also fits in perfectly with the gentle hilly landscape and mild climate.

Quality of Life: Health, Tourism, and Climate

The ATLAS Conference 2023 is intended to provide a multi-perspective view of tourism and its relation to a wide range of burning contemporary issues. It means to address such questions as:

- *How does tourism impact the quality of life of those who work within the industry and the people in the communities in it?*
- *How are health and tourism-related—not just in the context of health and medical tourism, but also in connection with ways in which tourism may be health-promoting (or not)?*
- *How can the economic health of communities, particularly demographically and infrastructurally disadvantaged ones, for example, in rural areas, be enhanced by tourism?*
- *How will climate change impact the health of the tourism industry?*
- *What is necessary for "healthy" tourism development?*

Workshop themes:

- *Innovations for Sustainable Tourism Networks*
- *Resilience for Healthy Destinations*
- *Reduction of Complexity in Destination Management*
- *Design Thinking for Authentic Product Development*
- *What do Consumers want? Generational Values and Preferences*
- *Climate-friendly Tourism Products: Hype, Greening, or Innovation?*
- *Mindful Hospitality*
- *Sustainable Events and Quality of Life*
- *A healthy destination is a sustainable destination*

Venue and accommodation

The Bad Gleichenberg campus has state-of-the-art technology to guarantee a smooth conference process. The large Audimax can accommodate 220 people. In addition, two lecture halls, seven seminar rooms, and two IT rooms offer enough space for workshops during the conference. About 300 rooms are available within walking distance to the university building. The price range is about 60 – 70 EUR in the hotels. There are also cheaper rooms in apartments.

Our motto: we practice what we preach (and teach)

One of the ways we hope to practice what we preach is to organize the conference as a “**green event**”. We will seek certification from the Austrian Federal Ministry for Tourism, Agriculture, and Sustainability, which has laid out extensive criteria for green events to ensure that they are conducted in such a way as to save as many resources as possible. In concrete terms, this means that we will do all we can to avoid producing waste, whether it be in a digital-only version of the book of abstracts and the conference schedule (in the form of an app), digital signage, or sourcing all beverages locally in returnable bottles. Catering will be done by local firms using regional, organic ingredients, also because doing so can significantly reduce waste. We will also encourage conference participants to travel to the event in as sustainable a way as possible by explaining public transportation options and encouraging transport pooling. We will also provide those traveling by air with information about how to buy CO² compensation. Keynote speakers who would normally need to travel from overseas to attend will be given the option of sharing their keynotes via video stream. In keeping with the principle of doing good and talking about it, during the conference itself, we will make specific reference to how the conference has been organized to encourage others to follow our example.



More information at the ATLAS website soon.

**More information on the ATLAS events at:
www.atlas-euro.org**

ATLAS Special Interest Groups – Reports

The current SIGs (Special Interest Groups) are on:

1. Cultural Tourism
2. Gastronomy and Tourism
3. Business Tourism
4. Events
5. Volunteer Tourism
6. Dark Tourism
7. Heritage Tourism and Education
8. Space, Place, Mobilities in Tourism
9. Urban Tourism
10. Visual Tourism
11. Climate Change and Tourism
12. Tourism Education

You can participate in a SIG by filling in the registration form at:

<http://www.atlas-euro.org/groups.aspx>

Cultural Tourism Research Group

Greg Richards
Breda University of Applied Sciences,
The Netherlands
richards.g@buas.nl

In a year marked by Covid-19, the ATLAS Cultural Tourism Research Group (ACTRG) faced challenges in collecting data for the long-running survey of cultural attractions and events. As tourism and culture were two of the sectors most severely impacted by the Pandemic, cultural tourism all but disappeared in 2020. Museums around the world closed and took their collections online as a way of reaching out to audiences in lockdown.

The ACTRG also adapted their research efforts to the challenges provided by the pandemic by switching to a predominantly online research strategy. The standard ATLAS questionnaire (ATLAS, 2020) was made available via Qualtrics so that visitors could be surveyed either on-site or remotely. Members of the group also conducted experiments with virtual tours of cultural tourism attractions such as the Louvre in Paris and the Rijksmuseum in Amsterdam, which indicated that virtual cultural tourism experiences could still be engaging, provided they were well designed.

In spite of the pandemic, however, physical cultural tourism did continue in many places, particularly in the summer of 2020. Data were collected by ATLAS partners in the Czech Republic, Albania and Portugal at a number of different sites. The low numbers of surveys collected relative to previous years underlined the effect of the pandemic on limiting visitor flows, particularly for international tourists.

In October 2020 a joint meeting was held between the ACTRG and the ATLAS Events Group on Festival Cities and Tourism. Originally planned as an offline meeting hosted by Napier University in Edinburgh, this online meeting included a wide range of presentations from researchers around the world – one of the benefits of the online format. Selected papers from

this meeting are now being edited by Greg Richards and Maria del Pilar Leal Londoño for a special edition of the *Journal of Policy Research in Tourism, Leisure and Events*, due to be published in early 2022.

A special track on 'Cultural tourism re-visited' is also being organised for the ATLAS Annual Conference in Prague in September 2021. This session reflects the 30 history of the group, reviewing trends in cultural tourism research as well as recent survey data.

An updated edition of the ATLAS Cultural Tourism Bibliography was produced in April 2021. The Bibliography is now in its fifth edition, and contains over 900 references, stretching to over 60 pages. ATLAS Cultural Tourism resources, including the Cultural Tourism Bibliography, the ATLAS Cultural Tourism Survey Questionnaire and many publications from members of the group can be downloaded from the group pages at <https://www.richardstourism.com/atlas-cultural-tourism-project>

Gastronomy and Tourism Research Group

Carlos Fernandes
Polytechnic Institute of Viana do Castelo
Portugal
cfernandes@estg.ipvc.pt

The ATLAS Gastronomy and Tourism Research Group is co-coordinated by Carlos Fernandes, from the Polytechnic of Viana do Castelo, Portugal, and Silvia Aulet, from the University of Girona, Spain.

Due to the pandemic, the annual event scheduled for February, hosted by the University of Girona, has been postponed to 16th to 19th of February, 2022, with the theme of "Gastronomy after the pandemic: Changes and challenges in food tourism". The ATLAS Tourism and Gastronomy Group has long discussed the relationship between food and tourism, food being part one of the most important elements of tourism experience. During the meetings over the last few years, different topics have been addressed, such as the connection between tradition and innovations, the definition of 'traditional food', what is authentic or real when it comes to gastronomy, among others. However, the Covid-19 pandemic has abruptly changed all scenarios, altering many aspects of our daily lives and, above all, the tourism sector. The theme of the 2022 meeting proposes a reflection on what changes concerning food and tourism have taken place due to this situation. Which of these changes are transient? Which of these changes will remain? In this unstable context, research on the changes and the challenges is more necessary than ever. Therefore, the main issue is the rethinking of the business model in the food tourism sector, food festivals and events, agritourism etc. through 5 different perspectives: Management, marketing, hygiene, social commitment and cultural heritage

The Group is holding a Special track at the ATLAS Annual Conference in September 2021. In line with one of the main topics of the ATLAS Annual Conference, as well as the challenges and trends that tourism is facing, this special track proposes to reflect on the importance of applying the Sustainable Development Goals (SDG) in Gastronomy Tourism or how gastronomy tourism can help in the achievement of SDG. This session aims to bring together a range of abstracts that examine gastronomy tourism under the lens of SDG from both, theoretical and methodological perspectives. The main SDG that are related to food production are SDG number 2 (hunger), number 3 (health and well-being) and number 12 (responsible consumption and production).

An organizational meeting of the Group took place on the 25th of June, by videoconference (Colibri). The meeting lasted approximately an hour and discussion took place about future events, research and publications. Instead of sending the full papers post-event, delegates will send the full papers two months before. This initiative aims to increase the outputs of the events.

Currently, there are two proposals to host the event in 2023: Tbilisi (Georgia) and Verona (Italy).

Business Tourism Research Group

Monica Birkle

HAAGA-HELIA University of Applied Sciences

Finland

monika.birkle@haaga-helia.fi

The SIG Business Tourism focuses its activities mainly around the annual conferences. We planned for a conference to be held in Leeuwarden, the Netherlands in May 2020. Due to the pandemic situation, no on-site conference could be organized, instead we set up plans for a fully virtual conference and the planning team consisted of a student team from NHL Stenden and two colleagues, Amber Herrewijn and Ilse Hooiveld. The hosting university did an amazing job and set up a studio on the Campus in Leeuwarden and the SIG coordinator Monika Birkle joined from another studio in Haaga-Helia University of Applied Sciences in Porvoo, Finland. The conference was arranged on a professional platform and broadcasted from a fully equipped studio, giving the conference delegates a memorable and enjoyable on-line conference experience.

The pandemic situation has disrupted the meeting industry with virtual and hybrid formats, the “New Normal” of business tourism was the key theme for the conference held in January 2021. Both keynotes, by BernadettePapp – Researcher at European Tourism Futures Institute: Agility, resilience and the ability to bounce forward and by Dr. Stefan Hartman - Head of Department at European Tourism Futures Institute (ETFI), NHL Stenden University: Doing business in a dynamic world (focus: business resilience) and dealing with change with attention for COVID-19 touched upon future challenges that also universities must pay attention to. At the virtual conference 8 papers were presented and the conference attracted around 40 participants. The student team from Leeuwarden organized refreshing games and quizzes, and we could even take part in a bingo game, where the idea was to spot flaws and mistakes at online meetings and conferences.

This conference and learning experience led to discussions about what and how we teach tourism and event students and what are the skills and competences needed. How to futureproof our educational offering? These reflections were developed and shared and led to an initiative of a special interest group Tourism and Event Education, which will be launched at the annual conference in September 2021.



Events Research Group

Greg Richards
Breda University of Applied Sciences
The Netherlands
richards.g@buas.nl

In 2021 discussion about the state of event management research was stimulated by a paper by Emmy Yeung and Rhodri Thomas on the 'Long Tail of Event Management Research'. Using data from SCOPUS, they demonstrated that the field of event management research is dominated by a handful of scholars and institutions globally, predominantly from English-speaking countries. This observation stimulated the development of the Event Management Languages Project, which aims to examine the literature produced in languages other than English. One of the challenges for researchers working in English as a second language is the lack of leading academic journals in other languages. Even so, an initial analysis by Richards (2021) uncovered many papers in other languages, which also reflect the cultural richness of the events field.

As Richards pointed out, Scopus and other abstracting systems are predominantly geared towards English language publications, and this bias is strengthened by the pressure to published in ranked journals, which also tend to publish in English. However, there is also a wealth of scholarship published in other languages, which does not become visible because of these language barriers. Even if texts in other languages can now be machine-translated, unless scholars are aware of sources in other languages these will not be used. A recent

discussion of these issues on Academia indicated an interest in addressing these issues by increasing the visibility of event management research in other languages. This can also help to identify global themes in research, as well as tracing specific national, regional or linguistic areas of focus.

As an international organisation, ATLAS has long been concerned with issues of language. The most important thing is to be able to communicate and to exchange information and ideas. In practice, this means that the activities of ATLAS and other international organisations have tended to gravitate towards the dominant world languages, in particular English. In the early years, ATLAS did make considerable efforts to maintain linguistic diversity in its outputs. Early versions of the ATLAS Newsletter, for example, were regularly translated into French, and also occasionally into German and Spanish. Many early ATLAS Conferences also has simultaneous translation, usually between English and the language of the host country. The costs of simultaneous translation were prohibitive, however, and this led to the practice being dropped. A creative approach was adopted at the ATLAS Conference in Portugal in 1997, where Joachim Kappert and other colleagues volunteered to provide consecutive translation for the plenary sessions. Today, almost all ATLAS communication and the vast majority of events are run in English only. A revival of multilingual sessions for the ATLAS Latin America Conference held online in 2021 is a welcome indication of the continued commitment of ATLAS to linguistic diversity.

However, the current dominance of English in the ATLAS network also reflects a shift of activities towards research, and the increasingly English-dominated academic research field. In trying to uncover sources in other languages, we have put together a group of researchers able to work in Arabic, Czech, Croatian, Dutch, Hungarian, Italian, Portuguese, Romanian, Slovak and Slovene.

As a first step in creating an international, multilingual database, each member of the group should carry out a search for literature on 'event management' in their own language and country/region. This search is not based on SCOPUS (which mainly lists sources in English), but on search systems that feature other languages (including Google Scholar), or searches in journal databases directly to uncover publications. The period of publication covered is from 2009-2019, the period also covered by Yeung and Thomas. Each member of the group will produce a reference list of the publications, which we will then compile into a master database for the project.

So far, the review has revealed a considerable variation in the presence of event management literature in other languages. There are many sources available in Portuguese, for example, stimulated by the presence of many Portuguese language journals, particularly in Brazil. In contrast, only a handful of sources are available in languages such as Dutch or Czech, with many academics in these countries publishing in English. Most details about the project are due to be published in a paper that should appear in early 2022.

The Event Experience Scale (EES) developed by members of the ATLAS Events Group continues to be used at a wide range of events around the world. We now have an Italian translation of the scale, provided by Enzo Grossi of Turin University. Data from different locations around the world also continue to be analysed. For example, surveys from Iceland were drawn from visitors to the cultural family festival 'The Night of Lights' (Ljósanótt), in Reykjanesbær, Iceland. Students from Breda University of Applied Sciences, Tess Damen and Steffie Wellens, analysed the Icelandic data. They largely replicated the EES experience dimensions, with a Cronbach's alpha (0.781) for affective engagement, (0.825) for cognitive engagement, (0.399) for physical engagement and (0.649) for novelty. These findings suggest a slightly different pattern from many previous analyses, particularly in the absence of a reliable scale for physical engagement. Tess and Steffie found that only novelty had a significant effect on social impact in the Icelandic data.

References

Richards, G. (2021). Pulling the long tail of event management research. *Journal of Policy Research in Tourism, Leisure and Events*. DOI: 10.1080/19407963.2021.1890755

Yeung, E., & Thomas, R. (2021). The 'long tail' of event management research: evidence from the field's main journals. *Journal of Policy Research in Tourism, Leisure and Events*, DOI: 10.1080/19407963.2020.1862855

Volunteer Tourism Research Group

Elisa Burrai and Davide Sterchele
Leeds Beckett University
United Kingdom
E.Burrai@leedsbeckett.ac.uk
D.Sterchele@leedsbeckett.ac.uk

Activities in the last year

In September 2020 we organised a special track on Volunteer Tourism titled '*New frontiers in volunteer tourism research*' which was held online as part of the ATLAS annual conference 2020. The call for abstracts was well received among scholars. We received 11 abstracts which were all very interesting and thought-provoking.

In this special track, the members of the SIG discussed ways to broaden the SIG's theoretical and practical boundaries through the development of a more inclusive research agenda, based on multi- and inter-disciplinary approaches. This enabled to explore less obvious combinations between tourism and volunteering, aiming to encourage the critical rethinking of mainstream conceptualisations of the field that are currently taken-for-granted. The meeting also revisited current key themes and directions of the field in the light of the impacts that the Covid-19 pandemic has on the sector.

In March 2021 we organised a webinar '*Volunteer Tourism and Covid-19: challenges and opportunities*' which attracted more than 100 attendees from 36 countries. Four presentations, from both academics (Konstantinos Tomazos, Samantha Murdy and Stephen Wearing) and practitioners (Mike Horton and Sally Grayson) in Australia, Cambodia and the UK, provided varied perspectives on the phenomenon and stimulated valuable discussion about the challenges and opportunities for volunteer tourism during and post-Covid-19 pandemic.

In September 2021 we are holding another special track for the ATLAS annual conference entitled '*New Frontiers in Volunteer Tourism Research*', once again featuring 11 new contributions, to discuss recent works which highlights recent innovative, critical multi- and inter-disciplinary theoretical contributions to the field.

Plans for the next year(s)

As part of the ATLAS SIG on Volunteer Tourism, we are in the process of developing ideas and details for a Special Issue which we open to launch in winter 2021/22.

We will organise a special track for the next ATLAS annual conference (2022).

Considering the success and positive outcomes of the previous webinar, we would like to organise another one in 2022. However, the angle of interest has yet to be defined.

We also plan to hold a meeting with the members of the SIG to exchange ideas on the future path of the SIG and collaborative initiatives which we might develop to push the volunteer tourism research agenda further.

Dark Tourism Research Group

Karel Werdler
PUM experts NL, former INHOLLAND University
The Netherlands
karelgwerdler@gmail.com

Ever since the outbreak of the Covid pandemic in 2019 international tourism has come close to a standstill and the prospects for the near future do not seem very positive. As for most types of tourism there have been consequences for dark tourism as well and some people remarked that most tourism could be considered dark given the infections suffered by holidaymakers related to international travel. Travel to many countries is still very limited or out of the question and the effects on national economy and employment are severe and the same can be said for many 'dark attractions'.

On the academic level we all had to get used to new ways of teaching and dealing with students and colleagues and even though small openings are offered for the coming academic year, we will have to accept that online teaching and conferences are here to stay. Originally the Dark Tourism SIG had plans for a conference in the beginning of 2021 but taking the situation into consideration this plan was abandoned and it was decided to move it to the beginning of 2022. So, from a more optimistic point of view it has been agreed to pursue this activity in the month of March 2022 and at the moment several stakeholders are looking at the different options for an offline location that will also offer the possibility for online participation.

Meanwhile students from Inholland university have still been working on Dark Tourism related subjects and new graduates have done research on topics such as the Narco-tourism in Colombia, the (re)presentation of the Valle de los Caídos in Spain, the battlefield of Kornwerderzand in the Netherlands, cemetery tourism in London, tourism development at the destroyed Civil War location of Belchite in Spain, tourism to selected ossuaries in Europe and the possible link between Dark Tourism and Urban Exploring.

Furthermore Philip Stone, director of the IdTR of UNCLAN/Lancashire has written a new title on Dark Locations in the United Kingdom which will be published shortly.

Hopefully we will be able to provide you with some more detailed information on the conference in the coming months and together with you will all hope for an improved and healthy international tourism that is anything but 'dark'.

Heritage Tourism and Education Research Group

Chin-Ee Ong
Sun Yat-Sen University
China
ICOMOS Singapore
ceong.geography@gmail.com

Imon Sharif Shams
Heritage and Tourism Management
Macao Institute for Tourism Studies (IFTM)
China
ICOMOS Bangladesh
imon@ift.edu.mo

Intended Student Workshop in November 2021

Topic: The use of heritage in gastronomic (tourism) marketing
Target group: Undergraduate and graduate students
Mode: Online
Date: Early November 2021

General strategy for 2021 and 2022

Moving forward in 2021, the Heritage Tourism and Education SIG seeks to organize SIG members' interests in an array of heritage themes and topics around the idea of sustainability and resilience. We have started on a collection of small research projects which we think will converge and align on examinations and reflections of sustainability and resilience of communities, peoples, networks, and processes. We are also seeking case studies from researchers who would like to join us and to work and build on such case studies for collaborative analysis, theory building and where applicable, some small changes in the real world.

We are also positioning ourselves as a welcoming space for students and practitioners to engage with one another and with experts. In 2021 and 2022, we are looking at platforms such as online student and practitioner workshops to achieve this goal.

Consulting Project 2021

Status	Project description	Organisation
Preliminary discussion and advice.	Cultural mapping for the enhancement of tourism and cultural heritage project.	IPAV, Camoes Institute

Collaborative Research Projects 2021

Completed and ongoing collaborative research projects by SIG members:

Project	Sub-projects and peoples	Output A	Output B
Actor-Networks and Assemblage theory and urban heritage tourism	<p><u>Singapore wing:</u> Hawkins Road refugee camp: Osten Mah and Chin Ee, completed. Tourism Site A: Osten Mah and Chin Ee, completed. Tourism Site B: April Xu and Chin Ee, ongoing. Heritage Site A: Osten Mah and Chin Ee</p> <p><u>China wing:</u> Planned.</p>	<p>SIG in 2022</p> <p>Possible tie-up with ICOMOS Singapore</p>	<p>Journal articles</p> <p>Ong, C. E. and Mah, O. B. P. (2021) The Politics of Remembering and Forgetting: Vietnamese Refugees at Singapore's Hawkins Road Camp, Geoforum, 123:36-46.</p> <p>Three more articles planned.</p>
Heritage Towns and tourism entrepreneurship	<p>China's heritage towns and tourism entrepreneurship: -Tanjia tourism entrepreneurship: Xueke Yang and Chin Ee, ongoing -Tanjia Town Cafés: Ray, Ting, Shougang, Chin Ee, completed.</p> <p>More F& B and Heritage tourism: See Urban Heritage Tourism Project below.</p>	<p>SIG in July 2022</p>	<p>F&B and Heritage tourism: Possible special issue in Hospitality and Society, amongst others.</p>
Heritage Tourism Marketing Conference	<p>Sandeep, Imon and Chin Ee</p>	<p>Dec 2022</p>	<p>Special Issues</p>
Reconceptualising 'sustainability' in heritage tourism	<p>Reconceptualising sustainable heritage tourism in China: Zhou Xiaofeng, Zhang Chaozhi, Sin Harn Luh, Chin Ee</p> <p>Hazards and sustainability in Himalayan tourism: Ziegler, A. D., Wasson, R. J. Sundriyal, Y., Srivastava, P., Sasges, G., Ramchunder, S. J., Ong, C. E. Nepal, S. K., McAdoo, B. G., Gillen, J., Bishwokarma, D., Bhardwaj, A. and Apollo, M. – role of environmental risks in heritage tourism sustainability Completed and published.</p> <p>In collaboration with Chair, Sustainable development at WH designated sites</p>	<p>SIG in 2023</p>	<p>Journal articles:</p>

World Heritage case studies	<p>WH and covid recovery: Hilary du Cros; Frances Kong; Chin Ee</p> <p>WH in China: Project A: April Xu and Xueke Yang Project B: Wu Hui, Zhang Chaozhi</p> <p>To gather more WH case studies</p> <p>Gulangyu WH town: undergrad Team B with Chin Ee</p> <p>Macao WH: Cora Wong and Chin Ee, ongoing</p> <p>Development of framework for study of edutainment and its effects for WH engagement: Chin Ee, completed: Ong, C.E. (2021), "The past is a feline country? Cuteification-Value Nexus and World Heritage visitor engagement", <i>Tourism Critiques</i>, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/TRC-08-2021-0015</p>	SIG in 2023	Journal articles
Urban heritage tourism	Gastronomic heritage in Zhuhai: Imon and Chin Ee		

Space, Place, Mobilities in Tourism Research Group

Paolo Russo
University Rovira i Virgili
Spain
antonio.russo@urv.cat

Fiammetta Brandajs (Technical secretariat)
fiammetta.brandajs@gmail.com

The activities of this SIG over the last year, have been focusing on the organisation and realisation of the III SIG meeting as an international seminar. The event should have been held at the beginning of 2021 in physical format at **the University of Padova**. Eventually it was moved to an online format and held in May, co-organised and sponsored by the Universities of Padua, Ca' Foscari of Venice, and Rovira i Virgili (Tarragona) – each host paid for the invitation of one keynote speaker.

The web seminar was eventually held on 27-28 May 2021. It has hosted 14 paper presentations, 3 keynote speakers (Marco D'Eramo, Stroma Cole and Dianne Koenker), a short 'promotional' intervention by the ATLAS Coordinator and a final organisational round up by the SIG coordinator. The streaming of the paper sessions has been restricted to registered

participants (42), the keynotes have been offered to a wider public through the host institution Facebook live streaming. The book of extended abstracts has been circulated prior to the event. A call for paper derived from this seminar has been launched for publication of a special issue in *Tourism Geographies*. The three co-organisers (Antonio Paolo Russo, Chiara Rabbiosi and Federica Cavallo) are now in the stage of collecting and verifying the quality of the material sent to prepare the special issue package for the journal.

Through this seminar, new contacts and expressions of interest have arrived allowing us to expand the reach of the SIG and promote ATLAS membership.

As a further activity promoted by the SIG, we have co-hosted one session of the POLITUR congress organised by URV on 25-27 November 2020 “Mobilities Transforming Destinations” (http://politurproject.org/?page_id=708). This session, convened by the SIG coordinator, was entitled “Tourism policies, mobilities, place prosperity and sustainability” and has included one keynote (J. Cheer) and five paper presentations.

There are currently no plans for a participation as SIG-themed special session at the annual event, due to the lack of availability of the driving members of the SIG (although Antonio Russo will participate). The next plans for 2022, after the publication of the special issue in TG in underway, is to organise a seminar as a stand-alone event or more presumably as a multi-session track at the annual meeting in Cork, hoping it will be in physical format.

Urban Tourism Research Group

Melanie Kay Smith
Budapest Metropolitan University
Hungary
msmith@metropolitan.hu

Ko Koens
Inholland University of Applied Sciences, Netherlands
Breda University of Applied Sciences, Netherlands
University of Johannesburg, South Africa
ko.koens@inholland.nl

The main activities of this SIG in 2020/2021 have been centred around its revival and transformation from the earlier *Cities and National Capitals* SIG run by Professor Robert Maitland. The new Co-ordinators Ko Koens and Melanie Smith have broadened the scope of the SIG to include all research that pertains to Urban Tourism and not only national capitals. This includes (post)overtourism strategies; changing mobility practices as a result of COVID-19; sustainable planning and social wellbeing; deconcentration of tourism and visitor flow management; the urban periphery and off-the-beaten track experiences.

The first meeting of the new SIG group took place on 3rd and 4th June 2021 with 22 presentations by 31 participants. The presentations were grouped into the following main themes:

- Tourism and quality of life in cities
- Over- and under-tourism and tourist flows
- Sustainable, green and creative cities
- Resilience and city management
- Spatial and social theory

- Impacts of COVID
- Post-COVID tourism

The presentations stimulated some interesting, lively and critical debates which helped to move the research agenda forward.

The second main activity was to organise a one-day specialist stream at the ATLAS Annual Conference in Prague with around 8 presentations, which included the themes of experience creation, new technology, sustainability, gastronomy and post-COVID strategies.

Future research in this group will focus on new paradigms for urban tourism post-COVID, managing mobilities, de-growth and resilience, urban 'co-production', sustainability and livability, deconcentration and visitor flow management as well as experience creation.

There are plans to edit a special issue of a journal after the annual conference as well as organising another SIG meeting in 2022, which is likely to take place in Sweden. It has also been discussed that this SIG will try to pilot a new ATLAS initiative which involves creating educational packages for students and practitioners via an international publisher.

Visual Tourism Research Group

Nika Balomenou
Swansea University
United Kingdom
nika.balomenou@swansea.ac.uk

Brian Garrod
Swansea University
United Kingdom
brian.garrod@swansea.ac.uk

Climate Change and Tourism Research Group

Ioanna Farsari
Dalarna University
Sweden
ifa@du.se

This SIG was inaugurated on ATLAS annual conference in 2020. Consequently, most of the effort in 2020/21 was in setting up the group, its goals, its activity plan for 2021 and its identity. During that year we worked with the inauguration of the group, the drafting of its work plan and inauguration statement of Goals and objectives. The SIG has been formulated around the need for disruptive and inter- trans and post- disciplinary research but also as more than research to address education, collaboration, and action.

We also organised the inauguration webinar/meeting digitally during ATLAS 2020 conference. During that webinar, ATLAS chair, Tara Duncan gave a welcome speech; Ioanna Farsari (SIG coordinator) presented the group and its objectives; and Harald Friedl, (Associate Professor for Ethics and Sustainability in Tourism, FH JOANNEUM – University of Applied, Sciences,

Austria) gave an Inspiration Talk. This part was the webinar open to all ATLAS conference participants. After that first part, a second part followed which was the inaugural meeting of the SIG open only to registered SIG members. Five members participated in the meeting where we discussed the role and our vision for the SIG. The importance of regular meetings, of communication channels and of the SIG as a meeting place between senior and young researchers was mentioned and a working group by the participants was set.

During the year, the working group had some regular meetings where the focus was on the identity of the SIG around the competencies and the interests of its members. The need for transformative approaches was apparent there, innovative approaches and whole systems perspectives which challenge dominant understandings.

Following these discussions and the identified need for non-conventional approaches, a special track has been invited for ATLAS digital annual conference 2021. This special track has been designed as a transformative and innovative one.

Work plan 2021/2022

- Write a research note around the special track of 2021
- Organise a special track in 2022 annual conference
- Start planning for a special issue/publication opportunities

Tourism Education Research Group

Goretti Silva
Polytechnic Institute of Viana do Castelo
Portugal
goretti@estg.ipv.pt

Sheena Carlisle
Cardiff Metropolitan University
United Kingdom
scarlisle@cardiffmet.ac.uk

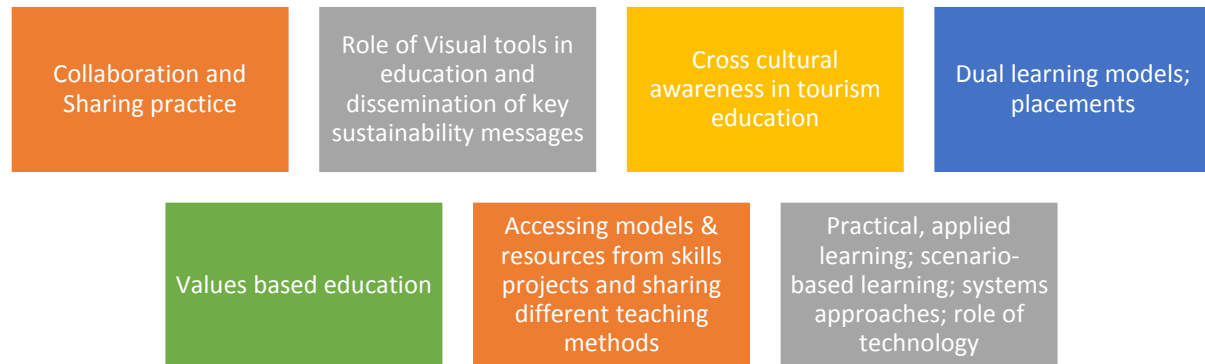
Aims of the SIG on Tourism Education

To provide a platform to discuss and critique key challenges, issues, values, processes and practices in tourism education and training. To identify and share effective practice which supports tourism employability and longevity of careers for a sustainable tourism industry.

Objectives

1. Utilise online forums and discussion workshops to discuss key challenges, solutions, and good practice in tourism education
2. Contribute to relevant conferences to generate an equal interest in innovative tourism learning approaches and teaching methods as well as (pedagogical) research
3. Encourage use of international policy developments and tourism education networks to support innovative teaching practice, such as UN SDGs, TEFI, BEST EN, CTS, CAUTHE network
4. Discuss, critique, and promote accessible and flexible processes in future course design
5. Reinforce university, industry and government cooperation and collaboration, through joint research processes and cooperative learning processes and projects.

Key Themes



Background and Context

Tourism education in Higher Education Institutions encompasses a range of professional courses, degrees and training that can lead to knowledge, skills and competences related to the tourism industry. As tourism is a multi-faceted industry and a unique cultural, economic, technological, and environmental phenomenon, it has led to a multi-disciplinary approach in teaching and training.

The tourism education landscape represents a complex web of educational institutions, government departments, professional associations and key subsector businesses e.g. accommodation, F&B, travel agencies, DMOs, visitor attractions, third sector organisations and all other tourism services suppliers e.g. transportation companies, guides, animators, marketers etc. The main goal of the educational providers of all types is to address the recognised needs of the tourism industry and to produce competent and competitive students and graduates (Airey and Tribe, 2006). This SIG aims to discuss and reflect some of these challenges to engage and integrate tourism education with the needs of a range of tourism stakeholders.

Tourism Higher education is available for Bachelor, Master and Doctoral programmes. The majors or degree titles are very diverse, from Hospitality and Tourism Management programmes to more specialized degrees such as Adventure Recreation, Tourism Marketing or Tourism and Digital Transformations. In most countries, the process of accreditation and certification of university tourism programmes is sometimes complex and includes self-awarding powers, governmental accreditation, and quality assurance agencies. Many higher education institutions have a great degree of autonomy when developing the specifications of degree programmes if they reflect the general requirements of the relevant Higher Education Act and the National Qualifications Framework (NQF).

A systems and values approach to tourism education is particularly relevant to advocate concrete steps towards establishing a broad tourism education strategy that can respond effectively to future trends and technological, social, and environmental challenges in the 21st century. Global and national environmental, economic, social conditions urge creative and unprecedented solutions and finding opportunities for effecting lasting change at the systemic level. Putting that into practice requires some radical changes in the way we educate, do business, shape policy, and organize the future of tourism and hospitality. Tourism education institutions and businesses have a key role to play in upskilling will help tourism professionals advance along their current career path, either within the same organisation or within the broad reach of the tourism industry. Reskilling will help professionals' transition between job functions and industry sectors, whether that is by necessity or choice.

Both the need to satisfy industry stakeholders and to comply with academic rules impact the delivery of tourism education. On one hand, the need for practical skills and competencies requires a more pragmatic approach, emphasizing daily routines and tasks, with a focus on service delivery. On the other hand, a more philosophical and sociological foundation is claimed to ensure a more strategic and long-term decision making for the higher-level positions and destination development (Inui et al, 2006). Internships and in-service learning are often cited as the key connection between academia and the business, however other forms of interaction with industry and destinations are also achieved via problem-solving, scenario planning, case study development and guest speakers. The debate in higher education is ongoing, especially to find the balanced relationship between specific occupational skills and more theoretical and conceptual frameworks derived from the academic disciplines. Still, this interdependency of academia and industry, and the multidisciplinary approach result in the production of very skilful students, who are more competitive on the labour market bringing employability skills and different perspectives to jobs. A key issue is the importance of education and training institutions translating the value and benefits of the skills and knowledge gained in higher education for the future of the tourism industry.

Increasingly tourism education at all levels for all types of tourism jobs require qualifications and training that can equip future and current employees with adaptable, agile and resilient skills to respond to the rapidly changing needs and trends of the tourism industry. Keeping track of rapidly changing skills needs and bridging skills gaps, to cope with a world in constant flux, are major challenges for tourism businesses, education providers and governmental bodies. This involves not only the acquisition of new skills but also life-long education and continuous reskilling and upskilling.

The future of tourism education poses a lot of questions. The gaps between industry needs and delivered education require a holistic and critical rethinking of the core elements of the tourism education system and elaboration of new strategies that support a regenerative and progressive approach for global and national tourism education. The focus is shifting from gaining degree titles, towards building more universal and transversal skills and competences, that are utilized at any hierarchal level, job position or tourism subsector. This can help enhance the underlying capacity of individuals, professional workforces and educational systems to be future oriented and fulfil their potential.

Digitalization offers numerous opportunities for enhancing training and providing access to education to future tourism employees in a variety of formats. For example, different Massive Open Online Courses (MOOCs), e.g., Coursera.org, FutureLearn.com, etc. provide self-paced online courses to excel particular skill or gain knowledge in a particular area like Front office service. Some universities already recognize the completion of MOOC modules for certain credits as part of student's graduation (Hsu, 2018). Virtual reality used for training is another modern app to educate students, new and current employees or internees.

Supporting the sustainability agenda should no longer be seen as a specific role or job but more integrated into all jobs to support social equity for staff and customers as well as more efficient resource management. Recycling and managing waste, water and energy services to help reduce carbon emissions and pollution via the application of circular economy principles in the design and management of tourism value chains are becoming essential to reduce the impact of tourism on climate change. Training and education of sustainable design and sustainable management techniques of hotels, attractions and food and beverage outlets are therefore becoming increasingly important in curricula design.

Draft Annual Work Plan

September 2021: Deliver Special Track in Tourism Education at the ATLAS Tourism Conference and generate interest in the SIG, collating good practice in innovative learning and teaching methods and models within tourism education in higher education.

October 2021- May 2022 - Develop a special issue journal derived from the research presented in the ATLAS conference special track with targeted journal

October 2021 – June 2022: Develop academic journal paper and industry publication on Tourism Education Governance and the Tourism Education Landscape in collaboration with key members

January 2022: Hold 1st online discussion workshop forum on tourism education amongst recruited members of the SIG

April/May 2022: Hold second Online Discussion Forum on Tourism Education with SIG members

ATLAS Regional Groups

ATLAS Africa



ATLAS Europe

Alžbeta Kiralova
Ambis University
Czech Republic
alzbeta.kiralova@ambis.cz



ATLAS Latin America

Daniel Barrera-Fernández
University of Seville
Spain
dbarrera@us.es



ATLAS Asia



ATLAS Oceania

Willem Coetzee
University of Otago
New Zealand
willem.coetzee@otago.ac.nz



ATLAS Middle East

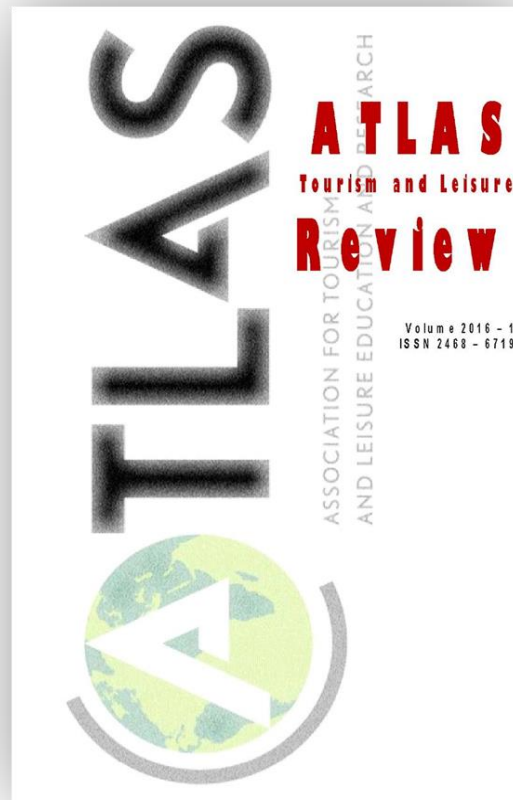


ATLAS new publications

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.

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.



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

ATLAS Review Volume 2020 – 1: ATLAS Africa, conference proceedings 2019
ATLAS Review Volume 2020 – 2: Tourism and the Corona crisis: Some ATLAS reflections
ATLAS Review Volume 2020 – 3: Cultural Heritage in East Asia