INTERNATIONAL CRITICAL TOURISM STUDIES CONFERENCE V

JUNE 25th – 28th 2013

SARAJEVO, BOSNIA & HERZEGOVINA

Tourism Critical Practice: Activating Dreams into Action

TUESDAY 25th JUNE

17.00: Reception Hotel Europa (Atrium)

19.00: Delegates free for dinner – option to visit EcoFutura (€25 including transport and vegetarian dinner http://www.ecofutura.ba/)

WEDNESDAY 26th JUNE

09.00: Welcome and first keynote: Michael Hall

Green Growth and Tourism for a Sustainable Future: 'We just need to put the right policies in place', or, the lunatics have taken over the asylum?

10.00: Coffee (Atrium)

10.30 - 12.00: Parallel sessions

12.00: Buffet lunch (Atrium)

13.00: Keynote: Tom Selwyn

The Arts of Cosmopolitan Development: Cultural work and fragmenting landscapes

14.00 – 15.30: Workshops

       Conference room 1: Scholarship and critical action

       Conference room 2: Creative journeys through visual tourism research

15.30 – 16.00: Coffee (Atrium)

16.00 – 17.30: Parallel Sessions

19.00: Dinner in Hotel Europa (Atrium)

THURSDAY 27th JUNE

9.00: Keynote: Freya Higgins-Desbiollles and Kyle Powys-White

No high hopes for hopeful tourism

10.00: Coffee (Atrium)

10.30 – 12.00: Parallel sessions

12.00: Buffet lunch (Atrium)

13.00 – 14.30: Parallel sessions

14.30 – 15.00: Coffee

15.00 – 16.45: Workshops

      Conference room 1: Critical tourism and emotions

      Meet in hotel lobby: Tourism and peace

17.00: Closing remarks

19.00: Gala dinner- Lovac

FRIDAY 28th JUNE

TOURISM IN ACTION DAY – full and half-day excursions from hotel

Michael Hall

Green Growth and Tourism for a Sustainable Future: 'We just need to put the right policies in place', or, the lunatics have taken over the asylum?

In recent years increased attention has been given to notions of the green economy and concepts of green growth. Such positions have become increasingly important to international tourism organisations, such as the UNWTO, and the consultants that serve them as well as numerous tourism related corporations. However, the notion that a) we can make money from being 'green' and b) we can do so by contributing to environmental conservation goals and sustainable tourism appears to be approached somewhat unproblematically by those advocating green growth for tourism. Indeed, the UNWTO's approach of 'We just need to put the right policies in place' only appears to be a recipe for further neoliberal intervention. The presentation argues that the conservation and maintenance of natural capital is the most pressing issue of our time as well as for tourism and provides a critique of the notion of green growth and its potential to contribute to sustainability rather than further adding to the growing gap between haves and have-nots. In doing so the presentation will also attempt to provide space for reflection as to how tourism academia is caught up in this process, the means by which critical research is conducted and the capacity for personal action and the role of craft. The paper will conclude with some thoughts as to the limits of liberal environmentalism and activism and the role of the university and academic 'debate' at times of environmental crisis. The solution of those who advocate green growth in tourism, while possibly well meaning (to provide the doubt of benefit), is regarded as patently intellectually absurd and may only make matters worse. Instead, rather than focus on market solutions and political consumerism (as significant as they may be in some cases) there is a need for systematic change.

Tom Selwyn, SOAS, University of London

The Arts of Cosmopolitan Development: Cultural work and fragmenting landscapes

This keynote considers the role of the arts and cultural industries – widely defined to include tourism within a field of literature, music, the visual arts, including design, film, museums, and so on – in processes of cosmopolitan development in places that have been and/or still are engaged in war, occupation, and social fragmentation. Particular geographical focus is upon selected parts of the Mediterranean region, including Bosnia-Herzegovina, Israel, and Palestine. Reference will be made to work carried out in the first decade of this century by networks of co-operating universities within the broad area of tourism and the cultural industries under the aegis of the EC's TEMPUS and MED-HERITAGE programmes. But, for reasons that will become clear, we will start and finish in the city that is hosting us today at a time when seven of its top cultural institutions – including libraries, museums, film archives, and art galleries – are either closed or shortly to be so. The lecture ends by asking how this conference might respond to this fact.

Freya Higgins-Desbiolles and Kyle Powys-Whyte

No high hopes for hopeful tourism

Pritchard et al. (2011) have written an important contribution to critical tourism studies which proposes a "hopeful tourism" perspective. This paper is written in the spirit of dialogue championed by bell hooks (1994, p. 130) which allows us to confront our intellectual differences, discuss diverging views and thereby create greater solidarity in our shared humanist project for a better world. In this article, Pritchard et al. offer us a mission statement for "hopeful tourism" which they describe as " a values- led humanist approach based on partnership, reciprocity and ethics, which aims for co-created learning, and which recognises the power of sacred and indigenous knowledge and passionate scholarship" (2011, p. 929).

Reading this work critically, we have found this new paradigm problematic for its abandonment of key principles of the critical theory paradigm. In this presentation, we will offer our insights and invite a dialogue on these issues.

Workshops

Lynn Minnaert and Ross Klein

Scholarship and Critical Action

26th June, 14.00-15.30, Conference Room 1

Do we shed the chains of the ivory tower at our own peril? Many of us are acuely aware hoe restrictive academic structures can be: academic papers read by few for example can do more for careers than industry reports read by thousands or research that is reported in the international media. The aim of this workshop is to explore the role research can play in achieving critical action and positive change and at the same time meet the needs of academia. Universities traditionally were where social innovations started – can we still play that role today, or do we have to resign ourselves to rule supreme in our ivory towers? The workshop will be led by Dr Lynn Minnaert of the University of Surrey and Dr Ross Klein of the Memorial University of Newfoundland. From their own experience, they will provide examples of the tensions between research that positively impacts the outside world versus research that primarily advances an academic career. Through dialogue and discussion with workshop participants they hope to explore how research impact – beyond the academic world – can become a viable measure of success: if 'impact factor' can be more than a number next to a journal's name.

Tijana Rakić and Donna Chambers

Creative journeys through visual tourism research

26th June, 14.00-15.30 – Conference Room 2

Despite the growing popularity of visual methods within tourism research as demonstrated in numerous examples of interesting and insightful tourism studies (e.g. see contributions in Rakić and Chambers, 2012; Rydzik et al, 2013 inter alia), the relative lack of a wider range of methodological and visual ethics related publications in tourism (compared to publications available within the wider social sciences and humanities), can arguably act as a deterrent for those tourism researchers who desire to incorporate visual methods in some of their research projects. With a view to overcoming this potential barrier, as well as promoting visual methods as a creative approach to research among critical tourism scholars, this workshop will commence with a brief overview of existing publications and visual methods including the collection of visual materials from secondary sources for the purpose of analysis, creating visuals by researchers or their research participants (such as drawings, collage, photographs and videos), as well as producing creative research outputs designed to reach wider audiences. Following this brief presentation, workshop co-participants will have the opportunity to share their thoughts about, or experiences with, visual research methods and methodologies as well as discuss and develop ideas for future visual research projects. We envisage this workshop as a creative journey through visual research in tourism, a creative journey which will continue during and beyond this critical tourism conference.

Sandro Carnicelli-Filho and Kelly Caton

Critical Tourism and Emotions

27ᵗʰ June, 15.00-16.45, Conference Room 1

Tourist encounters, experiences and performances are lived through emotions such as anger, fun, fear, excitement, joy, and pain, for example, thus the power of emotional engagements should figure more prominently in tourism studies. In this workshop presentation we seek to open for discussion a different way of understanding tourist subjectivities, which is founded on critical socio-cultural approaches to emotions, feelings and affects. We understand tourist subjectivities performing in affective, embodied, emotional, and sensuous ways, as we acknowledge the complex relationships between these concepts. We want to advocate for an emotional turn in tourism studies. There is considerable engagement with critical aspects in tourism studies, thus continuing this critical turn could be further inspired by an emotional turn. Perhaps, "emotional tourism" or "tourism of emotions" should be recognised as an emerging approach to investigating the interconnections between tourism, emotions, feelings and affects. We invite the audience to engage in an entertaining and thought-provoking discussion about the profound role emotions, feelings, affects and senses play in tourism studies. We also want to explore in this workshop our own subjective positions as critical tourism researchers whereby we (should) openly acknowledge our embodied emotions and senses in the research process. If, as critical tourism researchers, we were to recognise and explore our emotions perhaps it would lead to increased recognition of the partiality of tourism knowledges.

Tomas Pernecky and Senija Causevic

Tourism and Peace

27ᵗʰ June, 15.00-16.45 – Sarajevo Synagogue

This second Tourism and Peace workshop marks the commitment of the Critical Tourism Studies researchers to continue a discourse on the ways in which tourism may promote a fair and just world, and also the ways in which tourism fails to achieve this noble vision of peace. The purpose of this workshop is to engage more deeply with a variety of issues that are inter-connected with tourism and peace, and outline a clear research agenda for this special interest group. The session will provide researchers with an opportunity to be involved in peace research and map out the varied interests that ought to be included in future tourism and peace inquiry.   Some of the topics we would like to discuss include activism, inter-, cross-, multi- & post-disciplinarity, methodological issues related to the positioning of the researcher, but also the role of the researcher in critical multi-perspectival contexts – including one's insights and epistemological reflections. The workshop will seek to delve into matters of site interpretation, war memorabilia, and the problematic aspects of seeing tourism and peace research only through the lens of 'dark tourism'. Given the local context of the war in Bosnia and Herzegovina, the workshop will serve as a platform for re-visiting some of the existing and emerging concepts such as negative peace and structural violence.

EXCURSIONS AND TRIPS – 28/06/2013

1. City walking tour with traditional Bosnian coffee or tea

This 2 -2.5 hour guided tour will introduce you to Sarajevo's highlights in terms of its architecture, lifestyle, gastronomy and legends. Key sights will be the Sarajevo Assasination site, the National Library, Spite house, Coppersmith's street, Bascarsja square, Karavan-saray, Bey's Mosque, the Old Jewish temple, the Bazaar, the Jesus Sacred Heart cathedral, the Synod Orthodox church and the Square of Liberation.

Departure in the lobby of Hotel Europa: 9.30 am and 2 pm

2. Sarajevo: Where religions meet

Mali Koraci (Small Steps) is a non-governmental organization for dialogue established in Sarajevo. Its mission is to promote peace and nonviolence at all levels of society: from the family to the local community and at the national level. Small Steps is dedicated to an interfaith vision of peace and nonviolence, based on the historical differences in ethnicity / religious traditions in Bosnia and Herzegovina and pluralistic civil order. The organisation will pilot an interfaith tour (2.5 -3 hours long) with CTS delegates. It is the aim that the organisation can develop the tours into a product that can be marketed via the tourist office, thus providing a stream of income and aiding the capacity building of local women.

Departure in lobby of hotel Astra Garni: 9.30 am

3. Sarajevo: Phoenix after the conflict

For almost 17 years, the Association "Education Builds Bosnia-Herzegovina" has been helping children of victims of the 1992-95 war in Bosnia-Herzegovina, as well as disabled and talented children of Bosnia, to successfully complete their schooling and become productive members of society. Thanks to the work of one staff member and dozens of volunteers, the Association have allocated more than 28,000 scholarships and distributed school materials, clothes, shoes, food, ceramic boards, computers and other teaching aids and also organised summer holidays for the children. The Association will take the delegates to the alternative 'war tour' (2 – 3 hours long) around Sarajevo, which is going to showcase human interactions where people to people relationships went beyond political boundaries and presented a triumph of human spirit.

Departure in lobby of Hotel Europa: 10 am

4. Day tour to Lukomir

This full-day tour to the village of Lukomir is a product of Green Visions, a socially responsible travel company in Sarajevo. Their tours and development projects provide you with an authentic and organic experience of the majestic Dinaric highlands whilst providing local communities with vital social, spiritual and economic support to maintain their traditional lifestyles. One of the vital aspects of this support is the training and education of Bosnia and Herzegovina's youth. Green Visions is dedicated to creating long term, viable solutions in the eco-tourism field for one of the region's most vulnerable populations. Lukomir is the highest altitude and most remote village in Bosnia and Herzegovina. The tour will introduce you to the village's nature and history.

Departure in lobby of Hotel Europa at 9 am

ABSTRACT BOOK
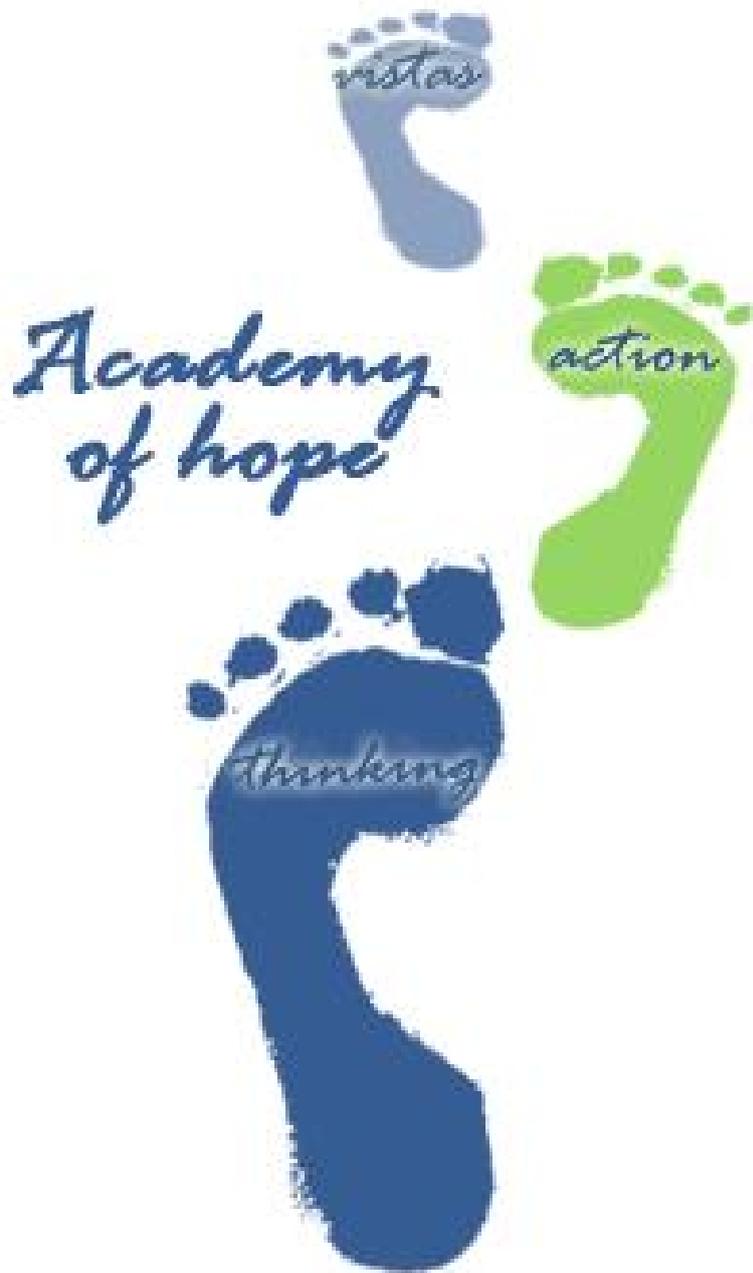
Author(s): Ahmad, Rafiq (University of Kashmir)

Title: Tourism and the making of the 'neocolonial anthropos': Embodying neocolonial habitus amid resistance and tourism in Indian Kashmir

Abstract:

My purpose in this paper is to draw attention to tourism as a neocolonial project wherein nation states, engaged in occupation, appropriate tourism as a 'peaceful' instrument of colonial 'social formation' that involves the embodiment of neocolonial dispositions by colonized subjects through construction of symbolic systems and systems of dispositions. To this end, I propose to reintroduce the notion of culture, in Bourdieausian terms, as a symbolic system articulated through systems of dispositions.

Studying ethnographically the tourist spaces of Kashmir and the dispositions of Kashmiri subjects I propose to develop the notion of 'neocolonial anthropos', to be understood as social agents shaped through internalisation of an 'arbitrary way of living', transmitted into 'the legitimate way of life', which 'casts every other way of living into arbitrariness' (Bourdieu, 1984). I propose to show that tourism is a key agent in this process of internalisation. I consider 'neocolonial anthropos', as social agents living in a neocolonial space, participating in a plurality of worlds, embodying a double reflexivity, internalising contradictory experiences that shape their dispositions and produce heterogeneous practices. This paper highlights the role of tourism in the imposition, upon the Kashmiri social agents, and subsequent reproduction, of a hedonistic, self maximizing 'art of living' shaped by the 'touristification' of the Kashmiri self, wherein lies the Kashmiris' collective desire to subvert their colonial representation as 'disposable body evacuated from the nation's pastoral fantasy' (Kabir, 2009:21).

The paper further examines the use of tourism in Kashmir, by the Indian state, as an instrument of counter-resistance policy wherein spaces of protest are transformed into tourism sites, by engaging resisting populations in tourism development programmes. Inextricably linking tourism activities and tourism statistics to 'social welfare' and the return of 'peace and normalcy' to Kashmir such strategies are particularly aimed at modifying resistant dispositions, replacing an independent 'cultural economy' of the region with a 'tourist economy that would entirely depend on Indian consumer market. I propose to show that these processes of socio-economic reconstruction, which hide beneath them deep relations of power and exploitation, fail to materialize fully due to a persistent 'ambivalence', within the neocolonial apparatus of tourism, toward the Kashmiri social agents, thereby exposing a founding fracture within Kashmiris' neocolonial dispositions.

Author(s): Alexander, Richard (SOAS)

Title: The Role of Academia in Changing Attitudes to Corruption

Abstract:

There remains a popular perception that, particularly in certain regions, corruption is part of the culture, it is simply how things are. Western experts, it is argued, cannot expect other parts of the world, with their different histories and cultures, to operate on the same system of ethics. This view is simply unsupportable. Corruption, wherever it exists, causes a wide range of demonstrable harms,: from increasing the cost of doing business (and hence damaging the economy) and diverting much needed resources to the private wealth of leaders and officials, through undermining the justice system and, more generally, the rule of law, to causing actual deaths that result from the collapse of sub-standard infrastructure which had been certified as safe by bribed officials. Although much important work has been done by government bodies, at both national and international level, to combat corruption, academics also have an important role. They offer their expertise and assistance in training programmes, yet without the political agendas that can easily colour the otherwise valuable contributions by government representatives. They provide a role in facilitating dialogue and networks to combat corruption and other economic crimes: the annual Cambridge International Symposium on Economic Crime is a notable example. Through specialist journals, they provide channels for publication of research and insights into experiences of fighting such crimes. They raise awareness of the developed world's own part in propagating corruption, again something which, for political reasons, government agencies do not always feel able to do. Perhaps most importantly of all, through all of these, they provide essential support for those determined to make a difference in improving governance in their own countries, often at considerable personal risk.

Author(s): Al Mazroei, Lubna (University of Strathclyde) and Lynch, Paul (University of Strathclyde)

Title: Exploring empowerment: women and tourism entrepreneurship in Oman

Abstract:

This paper describes a proposed doctoral study, which seeks to explore the potential of tourism entrepreneurship in providing economic and social opportunities for Muslim women. The paper outlines current thinking on the research and reflects critically on the key theoretical and methodological issues.

The study takes a critical stance in examining issues of gender, culture, religion and power relations set within the context of a Muslim society. There is a lack of research in understanding women in tourism entrepreneurship, particularly, the involvement of Muslim women in tourism entrepreneurship. Opportunities such as tourism entrepreneurship may empower women to challenge and resist societal, religious and cultural norms towards the notion of an ideal Muslim woman. Thus, the study aims to explore the potential for tourism entrepreneurship to empower Muslim women and to critically examine the meaning of empowerment at this particular cultural context.

The research for this paper will take place in Oman, where tourism is a fairly new phenomenon. Two potential case studies have been identified to date where women are involved in tourism entrepreneurship. One is a women-sewing group, which has been successfully running for 7 years. The other case study is a new small group of women hosting tourists and offering cultural experience.

By taking a critical theory stance, this study focuses on empowering women in challenging and resistance cultural and societal norms. Thus, ethnography and action research methodology will be adopted for this study in order to take into account of issues of power struggles and voices/perspectives of different women. Critical reflexivity will also be used in the research to acknowledge the researchers background in the process of creating knowledge about the women. It is hoped that findings of the study will be used to liberate and to empower the women, to effect social change and to improve opportunities for the women through the production of emancipatory knowledge about the women.

Author(s): Assipova, Zhanna (Kazakh National University Almaty)

Title: Social tourism in post-Soviet Kazakhstan

Abstract:

The dissolution of the Soviet Union has given rise to a number of newly-independent states which today experience changes in all aspects of their society, including tourism. The Soviet centrally planned management of tourism has now been abolished in the newly-independent states and a market-oriented tourism is in the process of being established. The transition from Soviet tourism to market tourism parallels the many other social, economic, and political changes. This paper reviews transition of social tourism in CIS countries and former countries of Warsaw Pact and presents a case study of social tourism in Modern Kazakhstan. During 1960 and 1990 social tourism massively developed in Soviet Union, member states of Warsaw Pact such as Soviet Union, Bulgaria, Czechoslovakia, East Germany, Hungary, Poland, Romania, Albania and Yugoslavia. The state played a central role in the provision and administration of social tourism, and infused the concept with strong ideological values. The paper will provide a brief historical sketch of social tourism development in Soviet Union and other countries, and will explore the development of tourism after the collapse and what examples of social tourism are saved nowadays.

Author(s): Bakas, Fiona (University of Otago)

Title: Crafty Negotiations: Handicraft tourism entrepreneurs' renegotiation of gender roles in the midst of an economic crisis

Abstract:

This paper utilises feminist economics theory that proposes studying the provision of human life and focusing on the reproductive economy, to investigate gender and tourism development. Until now, tourism development strategies with a gender focus have generally involved increasing women's productive activities, often through the creation of specific programmes, for example the expansion of handicraft production for tourism retail. However, it is frequently argued that women must then deal with a complex renegotiation of domestic tasks as they try to combine both productive and reproductive activities. Borrowing the term 'social reproduction' from political economy, this paper uses the activities needed to reproduce human life on a daily basis and intergenerationally, as a lens through which to examine gender roles and relations within tourism development.

More specifically, this paper aims to evaluate how social reproduction-related gender roles and relations of handicraft tourism entrepreneurs are impacted by the pressures created by a macro-scale economic crisis. Research on past macro-scale economic crises have seen increasing cuts in welfare leading women to absorb the shock by providing more hours of unpaid labour for the family to survive, hence effectively stalling gender role renegotiation. However, there has been no research attention yet into the renegotiation of social reproduction-related gender roles within the context of the recent Greek economic crisis.

Hence, ethnographic research undertaken in Greece from June to December 2012, focused on both male and female handicraft tourism entrepreneurs. Preliminary observations regarding the impact of this crisis on renegotiation of gender roles and relations, reveal an increased reliance on family members for both reproductive and productive activities. Whilst both female and male entrepreneurs tend to increase the number of hours worked, female entrepreneurs express more concern at this increase as they continue to be held responsible for social reproduction duties.

Author(s): Belhassen, Yaniv (Ben-Gurion University of the Negev), Shani, Amir (Ben-Gurion University of the Negev), Soskolne, Daniel (independent scholar)

Title: Professional Ethics in Culinary Art Training Programs

Abstract:

Exposing culinary students to ethical issues invites critical discussion on values, power interests, and desirable ends, thus allowing students to reflect critically about their role as ethical agents in the food industry. As a central link that connects the food industry with retailers and consumers, they have the power to make transformation or to reinforce the current social order and values regarding animal welfare, pollution, obesity etc. Contrary to education frameworks that reproduce the presented social order, culinary schools should be viewed as institutions in which alternative futures can be envisioned. Although the emphasis in curricula of culinary studies has been on developing the technical cooking skills of the students (Pratten, 2003), there is a growing recognition that the moral complexity involved in culinary professions calls for the integration of ethical contents into the educational programs. The current paper calls for the development and inclusion of professional ethics in the curricula of culinary art training programs by offering the value chain metaphor (Kaplinsky, 2000) as the overarching pedagogical framework for this purpose.

Author(s): Belhassen, Yaniv; Uriely, Natan & Assor, Ortal (Ben-Gurion University of the Negev)

Title: The Touristifcation of a Conflict Zone: the Case of Bil'in

Abstract:

The current study depicts an ongoing process that has been underway for seven years in which the weekly protest of Israeli and Palestinian political activists against the construction of the "separation wall" in the Palestinian village of Bil'in has become a must-see event for many of the international political activists who travel around the world. In addition, the constant arrival of tourists for the protests in Bil'in has contributed to the development of the weekly march from the village to the wall (conveniently scheduled on Fridays from 1 p.m. to 3 p.m.) as a symbol of nonviolent political resistance. This "touristification" of a domestic political event is examined with respect to various issues in tourism scholarship, such as the concept of authenticity, alternative travel, and political activism. The study is based on interviews with political tourists and activists, participant observation at the village, and an analysis of secondary sources, such as documentaries, media coverage, and legal documents.

Author(s): Bello Vázquez, Raquel (University of Santiago de Compostela)

Title: Sustainable identity. Tourism as opportunity or menace. Elaborating parameters for measuring sustainability of local identities

Abstract:

As a part of a wider project focusing the study of the discourses over the city of Santiago de Compostela, Galicia, and the pilgrimage trough its different trails, we have tried to elaborate for specific application to the study of touristic phenomenon the concept of "sustainable identity." Besides the theoretical concept, explored by my colleague Elias J. Torres Feijó, I want to explore the possibility of elaborate a range of parameters that can be useful for measuring the sustainability degree of the identity of a given community, taking into considerations the different aspects involved, from the perceptions of the insiders to the vision of the foreigners, using both statistical tools and qualitative analysis.

Our goal is to know at what extent tourism, and the interaction between locals and tourists, as well as their respective expectations interfere with the building process of local identity, the items selected for its construction and the dynamic definition of identity boundaries between communities.

For the aforementioned propose we have developed a framework that establishes the items that, in our opinion, set ground for identifying and measuring the degree of sustainability of the identity of a community. Among them, we have selected three that we would explore in this paper through the date already collected by the research team:

a) The narratives that posses a wider potential range and influence, dealing with aspects of identity: legal texts, textbooks, institutional and government hierarchies and structures, as well as cultural institutions, exploring the elements used to set identity.

b) The discourses expressed through products outletted as community specific and proper items (as literary texts, documentaries, websites...).

c) The comparison between external and internal images, analyzing if the items and hierarchies match in both sides of the identity boundary, expressed through interviews conducted with tourists and visitants in the town of Santiago de Compostela.

Author(s): Bird, Geoffrey (Royal Roads University)

Title: Tourism as an Act and Agent of War Remembrance: World-Making in the Normandy Landscape of War

Abstract:

The aim of this paper is to examine the relationship between tourism and remembrance in a landscape of war, specifically the Normandy area of World War II where the D-Day Landings of June 6, 1944 took place. The investigation employs a theoretical framework that incorporates tourism as a performative and worldmaking agency as well as concepts such as landscape, cultural memories of war and remembrance. The paper also examines the tourism-remembrance relationship to cultural memory, such as the legend of D-Day, national war mythologies and war films, and how these are interpreted and refashioned through tourism.

The fieldwork involved observation of thirteen guided bus tours and the annual D-Day commemorations. The research also includes over 50 key informant interviews representing museum and cemetery management, visitors, tour guides and veterans, along with a visitor online feedback tool and reflexive journaling. In this context, the research seeks to understand social meaning and behavior manifested in tourism as it relates to the cultural phenomenon of war remembrance. This focus involves researching British, Canadian and American visitor experiences and how they are negotiated and mediated by worldmaking agencies such as museums, tour guides and travel guide books.

The research findings demonstrate the complexity of the context, conflicts and contributions of the tourism-remembrance relationship. First, it reveals how tourism manifests itself as not simply an act of remembrance, but one that can transform the visitor perspective. Second, the research exposes a 'grand cliché' that presents tourism as a negative force in memory work, instead highlighting the ways in which tourism is an agent of remembrance in co-constructing visitor meaning.

Author(s): Bobovnicky, Artur (University of Sts. Cyril & Methodius)

Title: Changes of consumer preferences in the time of crisis – implications for future tourism development

Abstract:

In an ideal world, every company would enter a recession led by a team of executives who could draw on their experiences of past downturns to guide it through the current one. But developing accurate strategic plans is a high stake effort. False assumptions about the pace, scale and timing of growth may slow progress even in good times but could be fatal now. To help executives of the Slovak hospitality industry sharpen their perspective, we looked at the local consumer preferences in the area of leisure and tourism in the mid of crisis (2012) and compared our data with those from pre crisis period (2010).

Data collection in both cases was done as a representative quantitative research, with a representative sample of 1200 and 550 respondents, with age stratification, selecting only respondents over 18 years.

We have focused on the Slovak citizens and their willingness to spend holidays in the homeland. This approach has been chosen mainly because there were no sufficient data analyses on the topic and industry leaders were in need of better support for their initiatives towards capturing of domestic tourism potential.

It was clearly confirmed that consumer discretionary sector is the most sensitive to economic decline and the consumer preferences towards more value-for-money solutions changed at an unexpectedly high rate. This and other findings have several implications on the range, positioning and quality of the services provided by hospitality operators.

Author(s): Boluk, Karla (University of Ulster)

Title: An Exploration of the Impact of Societal Entrepreneurs on Regional Economic and Social Development and Policy in Järna, Sweden

Abstract:

Societal entrepreneurs are individuals interested in catalysing resources to create societal value. Societal entrepreneurship is a new area of investigation and is currently absent in the tourism literature. Limited research has investigated societal entrepreneurs' influences on regional economic and social growth and policy development. The aim of this paper is to investigate the impact entrepreneurs in Järna, Sweden have had on regional development and policy and how this may influence the tourism industry. The research question framing this study is: What kind of impact do societal entrepreneurs have towards local and regional economic and social development and how have their businesses influenced policy? The study utilises a qualitative approach. A total of nine in-depth semi-structured interviews were carried out over two phases of data collection in 2012/2013 in Järna, Sweden. The researcher used a snow ball sampling technique to find respondents to interview for this study. The method employed to analyse the data was a content analysis with attention paid to the content or contextual meaning of the text. Specifically, the analysis reveals both the manifest and latent content describing the visible and obvious components (manifest content) whilst also revealing what the text refers to; which involves an interpretation of the underlying meaning of the text (latent content) (Kondracki, Wellman and Amundson, 2002). Several themes emerged from the content analysis used to explore the various discourses put forth by the entrepreneurs including creative power, local change and opportunities for tourism.

Author(s): Boluk, Karla (University of Ulster) & Carcinelli, Sandro (University of the West of Scotland)

Title: Balancing the Politics of Academia with World Politics and Social Engagement

Abstract:

Researching, teaching, fundraising, and administrating are some of the various roles carried out by 21st century academics. In this environment, being a young academic is not easy. Within the industry there are pressures to be exceptional teachers, learners, writers and to carry out all the above whilst balancing demanding administrative duties including marking, meeting with students and applying for funding. However, sometimes, there are additional duties that some academics feel compelled to carry out. Some researchers may find it difficult to bracket themselves, their beliefs and values out of their career; let alone their publications. Accordingly, their personal views in regard to social justice, sustainability in the context of the environment and peoples infiltrate into their work resulting in activism which seemingly adds a fourth corner to the already established and crowded demands of the average lecturer. This paper investigates the meaning and discourses of activism and academia from the perspective of two young academics who recently initiated a not for profit organization called Academics for a Better World in 2011/2012. The paper takes a case study approach with the aim to describe the inherent tensions, challenges and opportunities for activism on university campuses. The paper describes the personal sense of responsibility felt by the two lecturers which motivated them to initiate the concept on their respective university campuses in both Scotland and Sweden. The paper explains how the concept has been received by both staff and students, the various events organized on both campuses and opportunities for such organizations in light of broader university development goals such as employability strategies and community engagement.

Author(s): Borda, Gilson Zehetmeyer; Duarte, Donária Coelho & Serpa, Ana Beatriz Borges (University of Brasilia)

Title: Tourism for All: Accessibility and Social Inclusion in Brazil - The case of Socorro (São Paulo State) Tourism Destination

Abstract:

The article reflects about the relationship between Accessibility and Social Inclusion for People with Disabilities (PWD) – people with some physical, intellectual or sensory impairments and senior people in the so-called "third age" – through tourism. It reflects on the prospect of tourism development in Brazil for the coming years, based on what Brazilian tourism industry is developing preparing for the FIFA 2014 World Cup and the 2016 Olympic and Paralympic Games in Rio de Janeiro. The issue of accessibility in mega events takes on an urgent edge. Mainly, the comprehension that the PWD have the social right of inclusion and are also a tourism segment with high potential growth, as far as there is public infrastructure facilities and tourism industry adaptation for their best care. Or even better, when universal design cater for all levels of disability. The paper analyses the case of Socorro (São Paulo State), a tourist destination that is 130 km far from São Paulo City (capital of São Paulo State). Socorro has been recognized as having multiple initiatives in accessible and inclusive tourism focused on the PWD as tourists, public infrastructure and hospitality organisations adapted to this segment. These organisations also search for the economic integration and social inclusion of PWD as employees. The results show that comparing with Brazilian and International accessibility legal requirements and guidelines Socorro can be visualized as a reference destination although it has improvements to enhance. Finally, we make suggestions and encourage a deeper research.

Author(s): Borsje, Jesper & Tak, Ruud (Wageningen University)

Title: Regional sustainable tourism development in the coastal landscape: test case Dubrovnik Riviera – a landscape based development plan for the implementation of sustainable tourism

Abstract:

The reason that we wrote the paper was given to us by the question of our supervisors, Dr. Marlies Brinkhuijsen and Prof. Irena Ateljevic. They asked us to do a project to investigate what a landscape architecture approach could add to sustainable tourism development.

In the search for sustainable tourism development, it became clear that an integral approach concerning tourism development is lacking. Next to that, concrete spatial applications which are crucial for the implementation of sustainable development, are missing. The challenge for us as landscape architects is therefore to show how the landscape qualities and characteristics can serve as a base for tourism development on multiple scale levels. The integral, multi-layered landscape system could be used as the missing link and complementary tool in sustainable tourism development. Applying the landscape-based approach to bridge the research gap leads to the following hypothesis: 'A landscape-based design approach contributes to sustainable tourism development by offering solutions for integral development and suitable concrete spatial adaptations.'

In the project we used research by design as method. This is done by doing a case study on the Dubrovnik Riviera, where we tested our concepts, ideas and methods in practice. During the case study we used participation, the layer approach of de Hoog and Sijmons (1996) and the landscape approach of Koh (2010) as our main methods.

Findings

- The landscape including natural and cultural qualities can serve as a perfect base for the development of new forms of sustainable tourism

- A touristic region should function as a system, where all villages are working together adding something unique to the whole system

- A combination between a bottom-up (local entrepreneurs) and top-down (government) approach is needed to implement sustainable tourism, creating preconditions for each other to function optimally with the local community as backbone of tourism development instead of multinationals

- An efficient extensive public transport network and zoning can help developing a region sustainable

Author(s): Bryant, Margi (University of Sheffield)

Title: Rhetorics and realities in volunteer tourism: Case studies from coastal Kenya

Abstract:

Volunteer tourism has been widely hailed as a positive force for development and social change in the Global South (e.g. Wearing 2001, Lyons & Wearing 2008, Benson 2011). The working holiday model of volunteering enjoys extensive takeup among volunteers from developed economies hoping to 'make a difference' in poorer countries. The research described in this paper aims to explore how the agendas and practices of international volunteering organisations and their volunteers interact with those of local project partners and communities, and to understand how these interactions shape project structures, activities and outcomes on the ground. The paper is based on fieldwork carried out for my PhD in 2011-12, involving extended participant observation and semi-structured interviews in Kenya and in the UK. My research focused on two volunteering projects in coastal Kenya, run collaboratively by Kenyan and international organisations and involving international volunteers on a working holiday, alongside local participants.

Much previous work on volunteer tourism, whether supportive or critical of this rapidly growing phenomenon, has tended to focus on the perceptions and experiences of international volunteers. My research engaged with a diversity of institutional and individual actors, including national-level Kenyan organisations, Kenyan volunteers, village organisations and local residents, as well as UK-based volunteering organisations and international volunteers. While there was widespread consensus around shared ideals of community empowerment and sustainable development, agendas and practices on the ground were multiple and contested. Complex issues emerged around project design, decision-making processes, community participation, economic and social sustainability, personal and organisational expectations, and the perceived benefits of the project. This paper argues for greater recognition of and critical engagement with the power dynamics at work in North-South volunteer tourism, if this increasingly popular practice is to support sustainable development and positive social change.

Author(s): Bryce, Derek (University of Strathclyde) & Causevic, Senija (SOAS)

Title: Ottoman Heritage in Bosnia & Herzegovina: Syncretic vs. binary narratives

Abstract:

Recent touristic attention to Bosnia and Herzegovina often dwells on the legacy of the 1992-1995 conflict, alighting on the possibility of reconciliation amongst ethno-religious identities in the country. Our concern is that such a focus, while well-intentioned, dehistoricises Bosnian identity by not dealing in depth with the syncretism that precedes not only the 1990s conflict but also the former Yugoslav state.

Bosnia and Herzegovina was an Eyalet (province) of the Ottoman Empire, from 1520–1864. The three principal 'ethno-religious' groups within Bosnia and Herzegovina, Muslim (Bosniak), Orthodox Christian (Serb) and Roman Catholic (Croat), emerged in their current form largely as a result of an Ottoman imperial system institutionalising the brokerage of difference amongst semi-autonomous religious groupings, to which the category of Ottoman Jews must be added.

An extensive built heritage from this period exists, reflecting the shared and distinct features of both immediate Ottoman Bosnian and wider imperial Ottoman cultures. Yet, both the touristic promotion of the country to, and development of cultural tourism products for, international markets reduce this syncretism to a binary of 'East and West' and 'Christendom/Islam' that is easily recognised and consumed by, largely, 'Western' visitors. The results of fieldwork carried out in the country with commercial guides and public sector heritage bodies suggests that such simplistic rendering of the Ottoman past occludes richer understanding of both 'pre-conflict' Bosnian identity as well as the wider significance of the Ottoman past as an intrinsic component of European identity.

Author(s): Çakmak, Erdinç; Portegies, Ariane & Van Der Sterren, Jos (NHTV Breda University of Applied Sciences)

Title: Contested labour – challenges and opportunities of informal labour in tourism

Abstract:

This paper addresses a contested issue in tourism, namely: informal labour. The tourism informal economy is a growing phenomenon in both developing and developed countries, and is often associated as a solution of poverty alleviation in developing countries (Ashley and Roe, 2002; Scheyvens, 2007). Dynamics and realities of informal labour or more broadly, informal livelihoods are seen as heterogeneous and complex (Timothy and Wall, 1997). The travel and tourism industry is seen as a system that can support marginalized communities' livelihoods (Snyder and Sulle, 2011). While the term informal economy has been approached by economists starting from a neoliberal, then reformist and next structuralist approach, their analyses remain shallow since they do not include sociological and anthropological perspectives. This paper argues that the current discourse of the informal tourism economy and informal labour remains inadequate and ill-defined to analyse developing as developed tourism destination realities . Theoretical overviews on informal economy and labour are provided with particular emphasis on emerging tourism destinations. The paper concludes offering some pathways and suggestions of areas of research of livelihoods and the informal tourism economy as well as informal labour.

Author(s): Cannas, Rita (University of Cagliari / University of Malta)

Title: Sustainable tourism development and participatory processes: the controversial case of the Resort of Capo Malfatano in Sardinia

Abstract:

Participatory processes are a key element in the policies of sustainable development, especially in conjunction with large economic investments with the potential of changing the appearance of an entire area. It is what is happening in the South of Sardinia on a coastal area of about 200 hectares of pristine and of exceptionally beautiful land where a tourist resort and villas destined for the market of second homes, of about 140 thousand cubic meters of buildings, is being under construction. It is a project that the proprietor, SITAS, headed by the MPS Group SpA Sansedoni and entrepreneurs of the Peninsula, is carrying in the face of objections by environmental groups, groups of civil society, but supported by the City Administration of Teulada and most of its citizens.

The tourism real-estate project, while inspired by a concept sensitive to sustainability issues, such as the reduction of environmental impacts and aesthetic, reference to local architecture and use of plants and local species, presents a controversial case of planning - here comes the interest of its investigation. In particular, the research aims to explore two areas: the first, of internal nature, is devoted to the study of the business model of an economic organization that is implementing an investment of the type tourism-real estate. In particular, the study focuses on the characteristics of the tourism product to critically analyze the sustainability according to the triple bottom environment-economy-society. The second, external type, is designed to investigate the relationships between the organization that is developing the tourist-residential complex and the organizations that represent the main local and regional stakeholders involved in the project - the Local Council of Teulada, environmental groups, the Autonomous Region of Sardinia. The purpose of the current analysis is to draw a map of the relationships between the actors, the solutions that they offer to the conflict and of the sustainability proves according to their representations.

Research methodology is based on a qualitative approach with in-depth interviews with representatives of the relevant organizations, focus groups, analysis of cognitive maps and their graphical representation. Secondary data are drawn from the analysis of documentation. The review on the existing scientific literature on the development of sustainable tourism and participatory processes is an integral part of the design of the research, both to contextualize the research objectives and to provide interpretative guidance to the case under investigation.

The final goal of the research is to contribute to the practice of sustainable tourism development and related participatory processes through the analysis of a particular case, and critically to connect local experience with international literature, in order to provide applicable cognitive tools and interpretation.

Author(s): Caton, Kellee (Thompson Rivers University); Colleen Pastoor (Thompson Rivers University); Belhassen, Yaniv (Ben-Gurion University of the Negev); Collins, Billy (Thompson Rivers University) & Mark Wallin (Thompson Rivers University)

Title: The Rock of Our Salvation": Ideological and Identity Production at the Christian Youth Music Festival

Abstract:

Until the event's ending in 2012, thousands of young people (and a few aging hippies) from all across North America gathered each year in the cornfields of central Illinois to spend the better part of a week camping, socializing, worshipping, and immersing themselves in music at what is arguably one of the most famous Christian rock gatherings the world has yet witnessed: the Cornerstone Festival. Although Cornerstone was one of the most historic of the type of gatherings that have come to be known collectively as Christian youth musical festivals (CYMFs), it is far from being the only noteworthy example; indeed, over two dozen such gatherings now occur annually, attracting tens of thousands of participants, and thus rendering CYMFs a notable niche sector within the event tourism field. CYMFs, however, have an importance that goes well beyond the sheer number of participants involved or the economic impacts they produce by attracting tourists from near and far: they are spaces in which different forms of Christianity and Christian identity are constructed and negotiated. Given the significant role of Christian religion in United States politics, and in turn the effects of U.S. politics on the world stage, CYMFs, as sites of ideological production and identity development, deserve much more attention than they have previously garnered in the tourism and events literature. The present ethnographic study seeks to address this gap through an investigation of two American CYMFs, Lifest and Cornerstone, which represent and nurture conservative and countercultural forms of evangelical Christianity, respectively. Ideologically, these festivals espouse very different interpretations of the faith, and these differences are articulated through the festivals' experiential elements, including the types of artistic performances featured and the themes of talks, seminars, and information booths. There are, however, key similarities at work in the way these festivals are able to function to advance their own particular notions of Christianity and the way in which they are conducive to the formation and consolidation of a sense of Christian identity within the individuals who attend them. First, both festivals draw on what we have termed "leveraged liminality," a situation in which festival organizers are aware of the CYMF's ability to serve as a "space apart" in the minds of participants and choose intentionally to leverage this sensation and marshal it in carefully controlled ways to promote particular outcomes. Second, both festivals ground themselves in a sense of experiential intensity, in terms of the way they engage the body and emotions in a ritual performance that produces powerful responses from participants. Third, both festivals are built to engage participants at the stage of life when they are the most impressionable, in terms of their path toward identity formation: youth. The study explores each of these three themes in detail and argues that these features are a large part of what gives CYMFs their power as sites of ideological production, which have consequences both for individual identities and for the larger social moral and political arena.

Author(s): Causevic, Senija (SOAS) & Hosany, Sameer (Royal Holloway, University of London)

Title: Taj Mahal: Symbol of Love, Symbol of India or a Syncretic Discourse?

Abstract:

Over the construction of multiple meanings of Taj Mahal, a UNESCO World Heritage site in Agra, India, and informed by orientalism and critical theory discussions, this research questions the complex relationships between colonialism, nationalism, religion and tourism. Using Guattari's (1989) new aesthetics paradigm, our study addresses the role of tourism in the transformation of European orientalist traditions (Pirzada, 2011) into (neo)-colonialism and nationalism through the process of authentication.

Empirical research, in forms of deep participant observation, interviews with tour guides and tourists took place on the site of Taj Mahal. Further interviews with the Indian Tourism Office and Government officials took place in November 2012 at the World Travel Market, London. Preliminary findings show that western tourists are loaded with the predefined, rather frivolous meanings prior to their visit, which are rarely challenged on the site. The interpretation and representation of Taj Mahal has remained the same as it was purposefully constructed during the British Raj (1858-1947) (Edensor, 2002). It is construed as a symbol of love. In addition, for the majority of Indian tourists, Taj Mahal is perceived as a national symbol.

Both representations use tourism in order to strengthen the meaning imposed by the political power imbedded in neoliberal pragmatism. We note the intersection of the oriental-occidental binary construct (Edward Said, 1978), both for certain strains of Indian nationalism and for tourism driven commercial heritage sector, offering a frivolous, familiar, and easily consumable narrative. Through Guattari's new aesthetic paradigm, and Zizek's (2011) work on ideological discourse manipulation, we question the existence of existentialist authenticity and self-authentication. We further argue that the representation of cultural heritage led only by pragmatic decisions deepens the oriental-occidental binary (Said, 1978). This notion undermines the syncretic meaning of Taj Mahal.

This research argues that the role of tourism needs to go beyond its pure pragmatism. Its colonial and nationalistic narrative needs to be questioned upon, and possibly more importance needs to be given to the syncretic meaning of Taj Mahal which could further be connected to the wider notion of justice and tolerance.

Author(s): Cheng, Man Tat / Eddy (University of Exeter)

Title: An ethnography: The encounter of Chinese tourists and English shop workers

Abstract:

This paper explores the relations between English shop workers and mainland Chinese tourists in one of the souvenir shops in the U.K using ethnographic investigation. I gained access to the field as a customer service volunteer working in the shop for six weeks, where I had interactions with both groups and observed the tourist setting and the patterns of behaviour by particular tourists within those settings, as well as my English colleagues' responses and attitudes towards the tourists. In addition to external behavioural aspect of action, I paid attention to rich layers of meaning and symbolism that categorise such action. The key question is "How do I interpret the behavioural patterns of Chinese tourists and my English colleagues' responses to them?" Being a post-colonial Hong Kong Chinese receiving higher education in England poses the issue of ethnicity and identity, which has positioned myself an insider negotiated in the research. I try to interpret a preferred meaning (Hall, 1997) among possible meanings of tourist behavioural patterns as well as English colleagues' responses. I use these preferred meanings as the parameter to characterise the relations, and thus establish a critical perspective on the traditional tourist-host paradigm. Throughout the fieldwork and afterwards a reflexive writing up, I conclude that traditional tourist-host relation does not exist in the observed English-Chinese encounter. 'Host' effectively and efficiently facilitates tourist consumption, in the process which host's privileged values are reaffirmed and imposed on the encounter. This encounter produces a highly potent arena of representation (Meethan, 2002) that defines the identity of cultures of self and Others. Sense making of social scene produced by Others is ongoing within the inter-subjectivity of the each culture.

Author(s): Conlin, Peter (Institute of European and American Studies at Academia Sinica, Taiwan)

Title: Premium Economy: Fear of falling in the squeezed middle

Abstract:

This paper looks at the marketing of air travel in the aftermath of the financial crisis through an analysis of an emergent class of travel called 'premium economy'. Within a larger investigation of the visual cultural of neoliberalism, this paper explores airline travel as a way into a possible post-crisis cultural logic based around a proliferation of internal divisions within ostensible sites of accessibility, and a generalization of an aspirational ethos. In a moment when being standard is tantamount to being substandard, and, as management gurus and cabinet ministers continue to expound, to be average is to fall behind, how are basic, low-cost services marketed and organized?

The fare system for large air carriers has increased in complexity over the past decade which is similar the multiplication of waiting facilities (exclusive lounges), and the unequal distribution of queuing-times that has resulted in forming airports within airports. The economic crisis appears to have further accentuated this tendency, and I argue that large airlines around the globe are attempting to leverage the demand for exclusive-style travel for those on a limited budget. This is done through the development of a new faux middle class between economy and business class: 'premium economy'. In many ways this class, depending on the airline, is very close to the conditions of a former economy class sold back to the traveling public as 'affordable luxury'. It is marketed to customers who are either aspirational economy passengers, or business class travellers looking to save money without being fully demoted —premium economy as the last refuge of the downwardly-mobile professional middle class. My paper explores the aesthetic strategies used to produce these finer grained distinctions between classes of travel through an examination of a series of advertisements and interior designs used by EVA Airlines, Air Canada and British Airways.

Author(s): Dallen, Timothy (Arizona State University) & Gelbman, Alon (Kinneret College on the Sea of Galilee)

Title: Geopolitics, security and spatial differentiation on the 49th Parallel: Tourism and the US-Canada border

Abstract:

Since September 11, 2001, and since the more stringent security measures were put into place in 2009 on the borders of the United States, there has been a shift in relations between the US and its neighbors. While borders in other parts of the world are becoming more open and transitional, the borders of North America are becoming more of a barrier owing to the new security agenda of the United States. These changes have wrought considerable impacts on the daily lives of border area residents and on the functions of tourism. On the westernmost part of the US-Canada border, within a relatively small area, several interesting and unique patterns have emerged based on the newfound treatment of the border as a security filter. These patterns deal with the border itself, its residents and its tourism sector.

This paper will examine these patterns and highlight the spatial dynamics of how the new security agenda affects tourism differently at three critical locations along the westernmost 28 kilometers of the Canada-US boundary.

Based on multiple visits, observations and interviews, three main attractions are highlighted together with how the security agenda affects each of them. The first is Smugglers Inn, a bed and breakfast, which lies only 18 meters from the borderline (on the US side) and is known as an important location for smuggling. Crossing the border there is forbidden, and security laws are strongly enforced. Second is Peace Arch Park, where peacefulness and friendly relations are the appeal, and freely crossing the border is encouraged. The third site is Point Roberts, which is part of the United States but not physically connected to it. Instead, it is physically connected to Canada and only accessible by land through Canada, making it a pene-exclave of the US. The Point Roberts peninsula hosts mostly Canadian cross-border recreational tourists. The exclave's tourism/recreation development and activities include: bed and breakfasts, second homes (mostly owned by Canadians), boating, golf, hiking, biking and shopping (mostly Canadian gasoline buyers). The enclave's border is managed carefully in accordance with the customary border crossing policies of the United States and Canada, including passport control and strict security instructions. However, it is an appealing border to cross because lines are short, and it is close to Vancouver and other towns in British Columbia.

Author(s): Dash, Greg (Aberystwyth University)

Title: Confronting the Symbolic through tourism: the role of tourism in climate change activism

Abstract:

The current theoretical paper suggests a (re)turn to Lacan to reveal an as of yet unexplored potential in sightseeing, providing a means to address a depolitization of environmental passions and of inhibitory conceptions of nature that plague green activism. Marx provides a discussion of the base upon which ideological fantasy of nature is built, as the suture for the metabolic rift with nature (Foster, 1999). Through sightseeing - the act that brings us face to face with the symbolic (MacCannell, 2011) - the lack within this fantasy has the potential to be revealed. However, Lacan's concept of the Gaze reveals that this is only a potential and ego-mimetic tourism (that asks tourists to 'lay down their gaze') not only does not take advantage of this opportunity but may be helping to support a restrictive ideological fantasy. This raises new ethical considerations when developing eco-tourism and natural tourism destinations and when conducting tourism research.

Author(s): Eichhorn, Victoria; Miller, Graham & Tribe, John (University of Surrey)

Title: "This is the alternative me" – Practices of Resistance by Individuals with a Disability

Abstract:

Tourism scholars often discuss the benefits of a holiday related to developing a sense of self-identity, reflection and renewal, offering the chance to break out from the pressures of the everyday life. This can be seen as an analogy to Hook's (1990) account on resistance, providing individuals with a space for self-recovery and protection from domination. Exploring resistance is particularly important for people who are deemed to be socially excluded, such as individuals living with a disability. Yet, empirical research related to tourism, resistance and disability remains an under-researched area, which is rectified by this research.

The main aim is to investigate practices of resistance employed by individuals with a disability. This is done by first discussing resistance linked to identity positions of people with a disability. Second, different practices of resistance are identified and analysed, and third, individual and collective forms of resistance are studied within different contexts. Employing a semi-structured, in-depth interview strategy, thirty-four individuals with restricted mobility or restricted sight narrated their responses to social exclusion, assisting in reaching a better understanding of practices that either prevent or contrarily enable resistance. The interpretation process was based on structural elements and the thematic content of the narratives.

Findings revealed two strategies that prevent resistance related to resignation and sensitivity towards other individuals and three strategies enabling resistance embracing notions of discarding disability, challenging terminology and altering symbols. By investigating contextual differences, no clear-cut dichotomy of practices enabling or preventing resistance could be identified. Yet, it has been found that in the everyday life, individuals employ a collective form of resistance while in tourism they seek greater benefits of self-recognition.

Author(s): Everett, Sally (Anglia Ruskin University) & Low, Tiffany (Aberystwyth University)

Title: Social control and emotional labour of match-funded research(ers)

Abstract:

With mounting pressure for 'high impact' research outputs and the attainment of external funding, universities are increasingly engaging in industry match-funded doctoral research programs. Promoted as effective approaches for engaging in knowledge transfer, the challenges around such collaborative partnerships are rarely discussed. Although studies examining the challenges (and compromises) associated with undertaking externally funded research and the nature of the 'social control of social research' are not entirely new, the influence these types of research arrangements have on academic autonomy, academic freedom and research(er) positionality are scarcely recognised (Everett & Low, 2011). Examined through the lens of emotional labour (Morris & Feldman, 1996), this paper seeks to explore such challenges faced by early career researchers, particularly doctoral students, by using semi-structured in-depth interviews, supervisory meeting logs and email correspondence by those involved in such funded research programs. The research gives greater breadth to the issue of emotional labour by extending case-study work previously carried out by the authors, by sampling a group of second, third and fourth year doctoral researchers. Analyses were carried out under Morris and Feldman's (1996) dimensions of emotional labour eliciting evidence of the influences of social control on these dimensions. By illuminating such aspects of the research process, it is hoped that this paper stimulates discussion on whether or not social control through such arrangements influences academic freedom and seeks to suggest ways in which these arrangements might be improved.

Author(s): Fadini, Sergio (University of Calabria)

Title: Responsible tourism: a good way to empower communities. The Italian situation

Abstract:

This research seeks to evidence how responsible tourism can be an important factor in empowering tourism as a social force, and especially respect the role of local communities.

The core of the responsible tourism movement is to create better places for people to live in and better places for people to visit. The open problem is how it's possible to achieve this goal, because hope that tourists and tour operators have ethical behaviours is not enough; it's necessary to start an action of critical movement of responsible tourism where there is consideration of the existence of power relations between the stakeholders.

In Europe, there are two different approaches: the first, to stress the responsible and ethical tourist and tour operator's behaviour; in this mind, the local communities would benefit from these actions. The other is to suppose that local communities must have an important and active role in the tourist activities and it stresses the problems of governance. In this approach there's a difference in focus toward a philanthropic attitude.

In the Latin nations there are organizations of second level that follow the second approach. They have coded what is the responsible tourism and the rules of local communities, usually there are partners or active subject.

The research analyses the situation in Italy, where exists a national organization for responsible tourism (AITR) with one hundred organizations members that work in different ways and give importance at the role of local community: migrant tours, fighting against criminal organizations through tourism and communities that organize tours.

Author(s): Franzidis, Alexia (University of North Caroline Wilmington) & Mowatt, Rasul (Indiana University)

Title: Challenges and Contradictions in Establishing Rural Tourism: Reflections on a Small Town in El Salvador

Abstract:

Tourism is recognized by many regions as providing a major source of economic revenue through its encouragement of visitor spending and employment opportunities (Turtureanu & Padure, 2005). Many communities, particularly those in rural areas, perceive tourism as an economic 'panacea' (Erbes, 1973). Unfortunately, the lack of government involvement, or available resources, such as financial and human capital, often restricts many of the available opportunities for communities to participate or benefit from tourism development (Bramwell & Sharman, 1999; Tosun, 2006). This study focused on a small rural town in El Salvador that was one of nine regions selected by the National Government and National Development Bank in which to enhance available tourism opportunities and stimulate additional revenue. The study aimed to identify if this assistance would alleviate some of the challenges and problems noted in previous studies related to tourism development. Through in-depth interviews with financial and government representatives, community members, and local business owners, the study found that despite the perceived intentions of the government and the financial involvement of the development bank, many of the challenges related to rural tourism development still prevailed. Furthermore, the study highlighted the contradiction of rural tourism development whereby those engaged in the initiative were the wealthy 'elite' and had few intentions to involve the community residents, thus restricting any distribution of benefits from the establishment of tourism. The study also confirmed challenges previously noted in the literature related to rural tourism development, such as a lack of community cohesion in decision-making, limited available resources for community residents, a lack of available training specific to tourism, and the provision of assistance to those with positions of power.

Author(s): Franzidis, Alexia (University of North Caroline Wilmington) & Mowatt, Rasul (Indiana University)

Title: Searching for Social Justice in Tourism Development

Abstract:

Many tourism development projects, particularly within Less Economically Developed Countries (LEDCs), favor 'elite' representatives with a high income, education, or societal level (Jewkes & Murcott, 1998). Remaining stakeholders, such as community members, are either marginalized or ignored (Bramwell & Sharman, 1999). Based on social justice principles, community participation is accredited as a mechanism to dismantle the barriers that restrict community involvement in tourism (Blackstock, 2005), and distribute the tourism-related costs and benefits equitably among the various stakeholders (Tosun, 2006). While this process poses various challenges (Reid, Mair & George, 2004), organizations in the third sector, such as non-governmental organizations (NGOs), are recognized as an avenue to assist community participation (Tosun, 2006). While the subject of NGOs has grown into a major area of interest within development studies, the majority of the research has been produced by donor-commissioned reports and case studies, and there are few, noncommissioned, theoretical studies that exist within academic literature (Lewis, 2005), and even fewer that are tourism specific (Momsen, 2002). This paper examines the methods of three third sector organizations in Nicaragua that are currently involved in community based tourism initiatives. The study aimed to identify and assess the methods implemented by each organization to facilitate a more equitable form of tourism. Using case study methodology, data on each organization was collected through in depth interviews, field observation notes, photographic documentation, and document content analysis. The findings showed that through initiatives such as team meetings, community members in managerial positions, and a strategic use of volunteer interns, residents were able to play a more significant role in the tourism initiative. Furthermore, each organization also dedicated significant resources towards education facilities, employee skills development programs, and a variety of community projects, all of which contributed towards a more equitable distribution of benefits from their tourism initiative.

Author(s): Filep, Sebastian (University of Otago)

Title: Experiencing tourism to experience happiness: A critical appraisal

Abstract:

In a seminal discussion of tourism as a social force a minor argument was presented that tourism could be a vehicle for greater happiness of those who travel. Yet few tourism scholars have critically examined this important topic. Research on tourist experiences and happiness has lately flourished but this research could benefit from scrutiny by the critical tourism community. In this presentation, I argue for a reflective and critical look at the relationship between tourist experiences and happiness. To do this, I first review the developments in this research field before engaging with the following four questions based on Stone and Sharpley's critique:

1.   Is the tourism-happiness equation infinitely variable, as happiness may not be definable and there are millions of tourist experiences?

2.   Are tourist experiences simply about consumption? Consumption has been linked to depression - not happiness.

3.   Is tourism a habit and do habits lead to happiness?

4.   If tourism is outside the reach of many people, should we worry about the happiness of those privileged few who can afford to travel?

Based on my engagement with these questions, I will suggest a number of recommendations. First, that new research must take into greater account non-Western conceptualisations and theories of happiness to better deal with the infinite variability argument; secondly, that future research should be conducted with diverse cohorts of tourists and use a wider array of research methods but that we should seek generalisations in findings. Finally, that the research community in this field deals with preconceptions of tourism as a destructive phenomenon - a vehicle for depression, compulsive habits, and at best, happiness at the expense of others. I will conclude by suggesting how this negative preconception can and should be challenged.

Author(s): Grimwood, Bryan; Muldoon, Meghan; Qiu, Ji & Yudina, Olga (University of Waterloo)

Title: A Postcolonial Reading of Responsible Nature-based Tourism in Sub-Arctic Canada

Abstract:

This paper emerged during a graduate seminar on the dynamics of tourism. At the pedagogical heart of this course was a commitment to engage critically and collaboratively with the relational and transformative aspects of tourism. The seminar was designed such we synthesized and critiqued tourism debates associated with responsibility, nature, power, and representation, and then applied this learning to co-interpret empirical texts derived from research with tourists of a sub-Arctic Canadian river. As the outcome of this process, the paper reflects how our critical attitudes as students of tourism were fostered in the classroom.

In substantive terms, the paper speaks to the potential of tourism as a social force. The context for this reading is the Thelon River, a 142 400 km2 watershed with no road access located in Canada's Northwest Territories and Nunavut and homeland to Indigenous societies including Chipewyan Dene and Caribou Inuit. Between 2009 and 2011, participatory visual methods engaged independent and commercially guided canoeists in representing their meanings and practices of responsibility while touring the Thelon. Twenty-eight canoeists participated, resulting in 345 photographs and dozens of pages of interview transcripts, qualitative questionnaires, and participant log entries. Drawing on postcolonial theory, these texts were discursively analyzed to reveal how, even in its most benign forms, tourism remains interwoven with troubling narratives and power differentials. Specifically, our analysis reveals that, in the context of the Thelon, responsible tourism circulates around an ethics of low impact travel and no-trace camping, which reifies "wilderness" as a non-social space while simultaneously ordering nature with normalized routines and codes of conduct. More distressing, perhaps, is the role these meanings and practices play in structuring tourists' encounters with the Thelon's Indigenous inhabitants. In effect, this discourse of responsibility prompts tourists to celebrate visions of a honourable Indigenous past but deny contemporary Indigenous livelihoods.

Author(s): Grit, Alexander (Stenden University) & Lynch, Paul (Strathclyde University)

Title: The discovery of serendipitous hospitality experiences

Abstract:

This paper explores the nature of the home exchange experience in order to conceptualise the dynamics of open-ended planning processes in spaces of hospitality. The primary research took place in western countries and involved auto ethnographic research and explores the home exchange experience from a participant perspective.

The study led to an employment of the concept of the 'Assemblage' from Deleuze and Guattari (1987) in order to know hospitality space. The Deleuzian Guattarian assemblage focuses on what space does rather than on what space represents and searches for processes which underlie the becomings. Through the concept of the assemblage, the metaphor of the Cultural Laboratory (Löfgren, 1999) is used to explore the literature and to reach a post-structural understanding of a space of hospitality as a space of experimentation. The concept of open ended planning processes (Pløger, 2006) is employed to describe the process of home exchanging.

The methodology employs three ways of knowing: the evocative, the performativity of space and the process of becoming which, combined, lead to three themes and the discovery of serendipitous hospitality experiences. The first theme "initiation" shows the importance of an initiation by the host of the guest into the space. The second theme "unexpected finding" stresses the importance of the X-thing, which represents the unknown and potential emergence of the subject into serendipitous experiences. The third theme "becoming other", the guest could become other and temporarily escape the guest role by creating new configurations of bodies and sensations.

The results show that home exchanges can initiate serendipitous hospitality experiences and show how spaces of hospitality become spaces for experimentation. These insights open the discussion for the possibility and desirability for opening up other spaces of hospitality through open ended planning processes. Moreover it opens a discussion for adapting hospitality management curricula.

Author(s): Guelke, Karoline (University of Victoria)

Title: "Dirty Indians" and "Colourful Natives": A Foucauldian Perspective on Tourism and Indigeneity in the Andes

Abstract:

While in most parts of the Andes indigenous people have been at the bottom of the social hierarchy for centuries, recent tourism development has turned aspects of their culture into valued commodities (i.e. Henrici, 2007; Weismantel, 2001). For a critical understanding of tourism it is necessary to examine the different ways in which these developments are reproducing and/or challenging existing power relations in a given area.

Foucault's approaches to power have become more popular in tourism research recently, ranging from Urry's (1990) famous exploration of the tourist gaze to studies of the power local people exercise in return (Cheong and Miller, 2004; Jordan and Aitchison, 2008; Maoz, 2006). Still, his concepts have not been applied sufficiently to concrete cases of tourism (Davis, 2001). In this paper, I draw on four of Foucault's key thoughts on power (1988; 1980a; 1980b; 1978; 1977; 1972): the importance of discourse and power/knowledge, the circulating nature of power, surveillance and the gaze, and explanations of resistance. Based on ethnographic data from different parts of the Andes (i.e. Colloredo-Mansfeld, 1999; Mitchell, 2006; van den Berghe and Flores Ochoa, 2000; Weismantel, 2001; Ypeij & Zorn, 2007), I consider to what extent Foucault can help us understand, first, the cultural constructs of race and related inequalities in these societies, and, second, the shifts in power relations that tourism may produce in these settings.

While not fully accounting for the overarching structures of inequality, Foucault's concepts successfully illuminate the different ways in which power relations are constructed and contested. His models allow us to see that, even though tourism challenges certain aspects of the prominent discourse of indigenous inferiority, many of the old inequalities are perpetuated.

Author(s): Guerrero Rodríguez, Rafael & Ruiz Lanuza, Agustín

Title: Exploring new ways of knowing in tourism: the proposal of sociocybernetics

Abstract:

Our understanding of tourism as a complex phenomenon is very limited due to a great lack of comprehensive theoretical approaches to study it. Despite the good progress in the formulation/testing of new forms of enquiry in recent years, there remain some fundamental problems with how tourism is understood, how is conceived as an object/subject of study and how its social relevance in the world is framed (Franklin, 2007). Historically, tourism research has relied heavily upon deductive research designs, collecting and analysing data under positivistic approaches and quantitative frameworks. However, since modern societies are highly interactive and dynamic, traditional forms of enquiry seem to be unable to develop insightful explanations about the nature and consequences of this new social configuration (Castillo and Lozano, 2006). Considering the former, we are interested to explore more epistemological routes that can lead us (and others) to reflect more broadly on the different components and interactions surrounding this social phenomenon. In this paper, we examine the theoretical perspective of sociocybernetics, under the assumption that it has the potential to build alternative explanations of the functioning of our complex social world. Generally speaking, the theoretical foundations of this perspective are associated with the sociological tradition and first/second-order cybernetics along with the theory of "Complex Adaptive Systems" (Buckley, 1993) as well as the theory of "Social Systems" (Luhmann,1998). Despite the impressive growth of related literature, it can be said that sociocybernetics is still a paradigm under construction. Yet, its proponents claim that the conceptual and methodological proposal of this perspective can offer the advantage of methodically analyse how different systems (natural and social) are interconnected and how different factors (biological, cultural, ideological, social, cultural, symbolic, economic and political) interact within multiple dimensions (see for example Barrón, 2011; Maass et al, 2011). Since there is no record of the use of sociocybernetics to study tourism so far, this paper should be considered as exploratory. In this sense, our primary concern is related to assess the usefulness of sociocybernetics from a non-expert view. The main question this paper wishes to address is whether the perspective of sociocybernetics can contribute to build insightful explanations of the inner workings of tourism taking into account its multidisciplinary nature. It is important to note that our analysis do not depart from the conception that sociocybernetics is a panacea; rather, we see it as another theoretical alternative with inherent strengths and flaws. Nevertheless, we thought that the proposal of sociocybernetics (epistemological, conceptual and methodological) was interesting enough to bring it to the debate of the production of tourism knowledge. We really hope this paper can trigger a fruitful and animated debate for the years to come.

Author(s): Guerrón Montero, Carla (University of Delaware)

Title: A Critical Look at the State of Tourism Studies in Anthropology in Latin America: Theory, Practice, and Praxis

Abstract:

The discipline of anthropology has expanded and changed radically by including within its purview the study of tourism. Although tourism is a subject of relative recent concern among anthropologists (approximately since the 1930s in Europe and the 1960s in the United States), the anthropological scholarship on tourism has contributed greatly to tourism studies. Anthropologists have made important contributions to the understanding of tourism's impact on host communities; the impact of travel on an individual; the power relationships in tourism developments; heritage and culture commodification; types of tourism and tourists; and the relationships between tourism and ethnicity, identity, material culture, nationalism, and the environment, among others. In this paper, I discuss the current approaches used in anthropology in connection with tourism studies, in terms of theory, practice, and praxis. I center my analysis on the state of tourism studies from an anthropological perspective in Latin America, where I have conducted ethnographic research on tourism, gender and racial relations, and constructions of citizenship since 1996. In Latin America, the clear-cut distinction that exists in other anthropological traditions (the North American school, for instance) between "academic" and applied/public/practicing anthropology is absent; scholars are trained to navigate between theory and practice constantly. I argue that this approach contributes to a more apparent relationship between academia and activism in the anthropological study of tourism in Latin America.

Author(s): Heimtun, Bente (Finnmark University College)

Title: Performing male singlehood on solo holiday

Abstract:

This research contributes to our understanding of tourism consumption by qualitatively exploring the holidays of midlife single men. It examines the influences of gender and picks up on their solo holiday taking habits. Based on narrative analysis I seek to understand masculine holiday practices at the nexus of solitude and company. One of the stories revolves around the conquering of loneliness on a city break and the process of mastering an unfamiliar territory through self-reflection. This attempt to identify with difference cumulated in a sense of liberation and a feeling of being part of humanity, despite a lack of belonging to the place. Another story demonstrates how decisiveness and optimism turns a solo package tour into a space for bonding and new commitments with fellow tourists. This new quasi-family unit does not dissolve after the holiday. The third story shows how an all inclusive beach package tour and too much solitude in everyday life, make an experienced solo traveller for the first time feel lonely and wish for the company of a partner, in particular at the meals. This experience makes him reconsider his life long solo project. These findings suggest that midlife single men perform solo holidays differently, yet there is a common desire for some sort of belonging. After all, no man is an island.

Author(s): Hermann, Inge (Saxion University of Applied Sciences)

Title: Let's say goodbye: The moralising practices of gap year organisations in the Netherlands

Abstract:

Responding to the growing interest of the 'gap year' experience in the Netherlands (Nuffic, 2012), and wider consumer trends towards a more moral lifestyle and consumption patterns, the higher education sector, governmental institutions and, perhaps foremost, the tourism industry are increasingly starting to realise the potential of promoting the idea of 'being ethical' and 'doing good' for others and the environment (Donyadide, 2010; Goodwin and Francis, 2003; Holden, 2003; Kalisch, 2002). A growing number of companies and organisations specialising in gap year experiences are emerging or developing programs to stir or cater to the idealistic, if not conspicuous, needs of potential gappers (Butcher, 2003). Through an expanded Web Content Analysis (WebCA), this paper aims to contribute to a new research agenda exploring the broader cultural work of gap year organisations that target young people in the Netherlands, through examining the moralising practices of promoting, negotiation and regulating new moral values and meanings of and through tourism. Often also addressing parent's educational aspirations for their children, young people are assured that engaging in a gap year program is an experience which is more meaningful, fulfilling and enlightening than traditional forms of tourism. Additionally, the proposition is made that the gap year experience will also provide them with a better moral understanding of social responsibility, status amongst peers and better prospect when pursuing an academic career. The paper concludes with an critical impression of how these organisations proclaim to offer a more distinctive way of reflection, and therewith contribute to negative and narrowed views on mass tourism and a distorted sense of global citizenship amongst young people.

Author(s): Hood, Robert (Thompson Rivers University)

Title: Personal and social change through tourism product/experience development

Abstract:

A project designed to support local communities to develop tourism experiences/products was implemented in 2009-11 in the southern central region of British Columbia, Canada. The principles of sustainable tourism development were used to inform the process of working with community members to identify, organize, implement and evaluate one or more tourism experiences in each community. The project was judged to be successful as experiences were developed and delivered to visitors. Essentially the project demonstrated the process of tourism product/experience development with community members, and enhanced their capacity to sustain the tourism product and build new tourism products in the future.

Subsequent to project completion, interviews were conducted with community members who were involved in the project to examine perceptions of the extent that project goals were achieved, and processes that were instrumental in achieving the goals. The semi-structured interviews were designed to enable personal expression of enhanced individual and community capacity to engage in tourism product/experience development. The content of these interviews unexpectedly provided evidence of considerable personal change and understanding about tourism and its potential to contribute to the livelihood of individuals and the community.

The results were particularly powerful in one community, an aboriginal community. Individual interviews with five persons involved with the project revealed expressions of personal growth by three of these individuals. I suggest this was enabled by a establishing a trusting relationship during the project, and enabling a greater understanding and appreciation for tourism that was consistent with traditional values and behaviour in the community. Reflection upon the process of working with community members provide further insight into how individual and social change is likely to accompany tourism product development in similar communities.

Author(s): Hollinshead, Keith (University of Bedfordshire)

Title: Time for conceptual unsettlement: A call for improved tourism studies conversations with the transitionalising world

Abstract:

INTRODUCTION: THE NEED FOR OPEN-TO-THE FUTURE DIALOGUE

This Sarajevo paper draws from the work of recent commentators like Coles, Hall, and Duval (calling for much more prevalent adisciplinary / extradisciplinary cognition in Tourism Studies), and Franklin (demanding much more commonplace critique of the ways in which different societies are ordered). It aims to consolidate the advances signposted by such new wave / new sense social theorists by drawing up a substantial conceptual glossary to help researchers towards improved identification about the cosmologies of 'other', 'distant', or 'under-recognised' populations, and towards more pertinent research agendas into the cosmologies and aspirations of 'different' peoples. Hopefully, the development of such an informed and contextualised lexicon (on the fantasmatics of populations) can help overcome the conceptual invertebrate condition which analysts like Crick, Tribe, Meethan, Platenkamp, Echtner & Jamal have recently and variously deemed to exist within Tourism Studies.

METHODOLOGY: CRITIQUE OF TOURISM STUDIES ONTOLOGIES

The working glossary is being put together consonant with a concern for the multiple / contesting truths which increasingly form at or within the sites, settings, and storylines of national and international tourism. Methodologically, thereby, the studies upon which this working paper is based effectively constitute a cultural pedagogy of the power of tourism to explain and communicate — or rather, a critical pedagogy of the agency and reach of tourism to reveal and transform.

FINDINGS: THE GLOSSARY UNDER CONSTRUCTION

Amongst the two undred terms and concepts, the glossary includes for instance:

- on cosmology: deep listening;
- on being and belonging: borderland pedagogy;
- on othering and otherness: psychic violence;
- on imperialist / colonialist / neo-colonialist understanding: rhetorical imperialism;
- on fantasmatics: transgressive validities;
- on new sense understandings: the power of possibility

Author(s): Hollinshead, Keith (University of Bedfordshire)

Title: Synergy and discordance in new tourism studies: The giddy propagation of 'critical' and 'indigenous' approaches

Abstract:

INTRODUCTION: THE NEED FOR RICHER DIALOGUE

This presentation is a response to the call in Jamal and Robinson (2009) for more penetrative approaches in Tourism Studies to understanding the broader social, cultural, pyschic, political, and human-communicative connectivities of global tourism today. It generally constitutes a response to the demand from several contributors in Jamal and Robinson (2009) for creative 'modelling' of the ways in which tourism and travel variously matter to the world travelling publics, to its hosting publics, and to the myriad other governing / sanctioning / special interest / otherwise-involved publics.

FOCUS: THE POSSIBILITIES OF TRANSFORMATIVE / TRANSGRESSIVE 'BLENDING'

This working paper will specifically focus upon the recent gains that have come to Tourism Studies via (i) Critical Studies (spearheaded for instance through the abundant conferences of the Critical Tourism Studies 'Network', and (ii) Indigenous Studies. It seeks to explore what can be gained and what has been gained by the cross-fertilisation of 'Critical' Approaches with 'Indigenous' Approaches. Put another way, the aim of the presentation is to shed light upon the potential for propagation within Tourism Studies of the mainly-transformative (new tuths / different truths) approaches of Critical Studies with the mainly-transgressive (anti-universalist / anti-imperial) approaches of Indigenous Studies.

PROGRESS-TO-DATE:

THE UNCERTAIN MUTUALITIES OF 'CRITICAL' AND 'INDIGENOUS' STUDIES

Principally, the work so far carried out for this study has inspected the degree to which the critical realisms of Critical Studies can be readily and productively accommodated with or alongside the locational idiosyncracies of distinct Indigenous knowledges. In distilling the standpoint (and other) epistemologies of 'Critical Methodologies' vis-a-vis the longtime / cosmological (and the emergent / cosmological) epistemolgies of 'Indigenous Methodologies', the ongoing study continues to probe for the possibilities of productive dialogue.

Author(s): Hull, John (Thompson Rivers University)

Title: Defining the Shuswap Storyscape of British Columbia, Canada: Cultural Commodification or Cultural Revival?

Abstract:

In British Columbia, Canada Aboriginal tourism is becoming a key player in the province's tourism industry through development centred around eleven Aboriginal cultural centres. In 2012, these centres generated approximately $42 million provincially. Historically, many First Nation groups have been reluctant to get involved in tourism for fear of cultural commodification and loss of identity. Today there are a number of First Nations in British Columbia that argue that tourism is reviving their culture and giving their youth pride and employment opportunities through the focus on the current contemporary stories of their people. The proposed research adopts a case study approach using mixed methods to first define and document the characteristics of the Shuswap storyscape through a secondary review of literature. The storyscape includes the history, traditions and shared memory of First Nations people. Stories connect land, country and culture and contribute value to society by: increasing historical awareness, fostering understanding of and attachment to place, preserving social and cultural capital, and enhancing regional identity. Second, this research will then explore the impacts of the Shuswap storyscape on regional tourism development through a content analysis of the tourism promotional websites of the Shuswap region as well as a Delphi Study of local First Nation experts currently involved in cultural tourism development. The outcome of the research is to identify the main issues surrounding Aboriginal tourism development in the Shuswap Region to understand the degree to which Aboriginal tourism is commodifying or reviving local First Nations culture.

Author(s): Ireland, Michael (Plymouth University)

Title: Assessing tourism development potential and challenges through the use of the photographic essay

Abstract:

Tourism destinations rely on the power of images for their success or failure in attracting visitors. This paper presents vistas of a rural community in Devon, south west Britain, situated at the northern gateway to the Dartmoor National Park. These vistas have been complied and presented at a series of photographic essays by students from the School of Geography, Earth and Environmental Sciences, Plymouth University.

The paper places these localised photo essays within a wider context of the use of this medium as tool for teaching and research in the social sciences and related fields of study, namely tourism and recreation studies, through a review of selected literature.

The main body of the paper presents the students photo essays as a critical evaluation of the small former market town of Okehampton as a potential tourist destination. Qualitative data provided from the students' observations in the field and of their Peers photo essays compliment the case study.

The penultimate section of the paper provides a critical review of the photo essay as an alternative form of assessment for students of geography and allied disciplines and fields of study. A brief review of the peer assessment method used is given together with the marking criteria.   For example the choice of title photo, ordering of images, composition and use of colour (or not) is examined.

In conclusion the wider usage of the photo essay is discussed by students, researchers and professionals engaged in tourism development as a complimentary research method in assessing localities for there tourism development potential.

Author(s): Isaac, Rami (NHTV Breda University of Applied Sciences)

Title: Israel's segregation wall will destroy my birthplace Battir: The political context of tourist trails in Palestine

Abstract:

While best known for its holy sites related to the early history and legends of the monotheistic religions, Palestine and Israel is also home to a number of hiking trails, appealing to local and international hikers and backpackers. All of them have been founded or formalized in the past two decades, and each of them appeals to a particular audience. While none of the trails present themselves in explicitly political terms, the trail proliferation came about at a particular political historical moment, and the various outcomes in the following years very much reflect local politics. As such, while the trails attempt to adhere to ideas of the "natural world" rather than political, the ways that local politics have determined (or undermined) their success attests to the fragile construction of "natural" and "historical" sites in Palestine/Israel. The tales of the trails then, point to a larger set of issues in the production of tourism and heritage in the holy land.

This presentation deals with the development of hiking trails and eco-tourism in Palestine. We are looking at this development within the context of local politics, and particularly, the dynamic of colonization and military occupation. This dynamic is to central to understanding tourism development within both the Palestinian and Israeli context. The aim of the paper, therefore is to show: (a) The potential as well as difficulties facing Palestinian eco-tourism development in Battir and (b) the relationship of these difficulties to Israeli "eco-tourism" development, which for the most part, actively promotes a narrative which completely leaves out, excluding, and erases Palestinian history, heritage and participates in the ongoing displacement of Palestinians from their land. Thus, the author will be examining these projects both in the discursive realm and on the ground.

Author(s): Isaac, Rami; Platenkamp, Vincent & Çakmak, Erdinç (NHTV Breda University of Applied Sciences)

Title: "We Teach life Sir": Reflexivity in Tourism Academia

Abstract:

In October 2010 an OECD conference on "green policy lined to economic development was been organised in East Jerusalem. Academics and ministers from all over the world could participate to the conference and discuss the topic in a climate of academic freedom. Especially since the theory of science of Max Weber academic freedom has become a highly appreciated value in social sciences. People may be attached to their own values and also scientists may study reality as it has been structured according to these values (Weber's 'Wertbezogenheit'), but what people decide based on these values can never be determined by scientific efforts (Wertfreiheit). In this latter respect scientists must remain neutral. In this atmosphere the organising committee has decided for Jerusalem as the place for this OECD conference.

According to critical theorists this is a very limited manner of looking at the role of values in research. Values are related to interests and interests are subject to power relations, as they have emerged in a historical context. A strong discussion on Trinet and ATLAS, as on an 'agora' in the sense Arendt refers to it, emerged because a Palestinian academic pointed to the fact that he would never be allowed to enter the place and that the (free) choice for Jerusalem, therefore, could not be a neutral one. In the tourism academy this type of discussion hardly takes place in the first place. It requires reflexivity about the positions taken in this political arena where neutrality is not an alternative. In this paper this reflexivity will be elaborated in relation to the positions taken on the Trinet and ATLAS discussion. Three positions have been distinguished and a mode 3 discussion between these positions on normative and existential aspects will be carried out.

Author(s): Krešić, Damir (Institute for Tourism Zagreb), Mikulić, Josip (University of Zagreb) & Kožić, Ivan (Institute for Tourism Zagreb)

Title: Artificial Neural Network-Based Applications in Travel and Tourism Research: A Review and Case Study

Abstract:

Although frequently referred to as "black boxes", artificial neural networks (ANN) find increasing application in intelligent- and recommender systems in a wide range of industries. In travel and tourism research ANNs have, however, not been extensively used so far. This is despite the fact that first empirical studies in peer-reviewed tourism journals have already been published in the late nineties, introducing ANNs as a valid alternative to traditional regression-based approaches, mostly with regard to demand forecasting purposes.

The aim of the present working-paper, on the one hand, is to provide an overview of available ANN-based studies published in top international travel and tourism journals, which may serve as a starting point and reference list for tourism researchers unfamiliar with ANNs. Basic concepts, main areas of application, as well as major advantages and disadvantages of ANN-based approaches, compared to traditional approaches, are highlighted.

On the other hand, this study aims to demonstrate the particular advantages and shortcomings of ANN-based applications using an empirical case example. For this purpose, this study uses data from a survey on attitudes and expenditures of tourists in Sarajevo, Bosnia and Herzegovina, conducted by the Institute for Tourism, Zagreb during summer 2010. In particular, a multilayer perceptron-based key-driver analysis is performed on the data to obtain insight into those destination attributes that have a predominant influence on the overall tourist experience in Sarajevo. Finally, results from the ANN-based analysis are opposed to results from a (traditional) regression-based key-driver analysis in order to identify possible significant differences between the approaches.

Author(s): Lamond, Ian (Leeds Metropolitan University)

Title: Sabatier's advocacy coalition framework: Confronting the paradox of the academic activist

Abstract:

The connection between academics and activists has been under explored, and within this the individual who considers themselves an academic activist has been considered even less.

Activists are often presented as passionate individuals, committed to a particular word view. Through their singular and collective actions they seek to re-order relationships of power, challenging existing discourse and confronting a prevailing hegemony. Whether their action is a collaborative protest or an act of individual resistance, the activist is about agency and the capacity of the agent to re-configure socio-political and socio-cultural structures.

Academics are often presented as dispassionate information gatherers and processors. Though passionate about their area of inquiry they are often perceived as somewhat unworldly in a broader sense. Drawing together ideas and formulating hypotheses the academic "objectively" pieces together a picture of the world, removed from personal bias. Focused on structure, they seem detached from the agency of the activist.

It is through those two perspectives that the paradox of the academic activist emerges. From such positions tensions between the passionate and dispassionate, structure and agency, are laid bare. How are we to understand the activity of the academic activist in such an apparently contradictory context?

Initially the Advocacy Coalition Framework (ACF) was conceived as a counter to frameworks in policy process theory that focused on top-down; bottom-up or network models of policy change. Sabatier's model has undergone several revisions over the last thirty years. Over the last decade refinements to ACF have meant that the framework can more clearly be applied to confronting the paradox of the academic activist. The revised framework providing a model upon which activists, academics, and academic activists can develop a common language and construct shared tools for effective change.

Author(s): Lau, Yan-Lam, Chammy & Li, Yiping (University of Hong Kong)

Title: Producing a Sense of Meaningful Place: Evidence from a Cultural Festival in Hong Kong

Abstract:

A festival is a social and cultural phenomenon which represents the living culture of a local community. Festival nowadays has been much commercialized, with the supreme goal of making tourist profits, while relevant research about the intertwined relationship between festival and place uniqueness is lacking. The purpose of this paper is to explore to what extent festival may contribute to the production of a sense of place uniqueness. Based on a case study of Cheung Chau Bun Festival – a community-based local festival in Hong Kong, this research attempts to have an in-depth examination of place-related conceptions which are associated with community festivals. In-depth face-to-face interviews were conducted to investigate the perceptions of both festival organizers and participants. Preliminary findings suggest that the prime role of a festival is not limited to present a stand-alone local sense of the community. Rather, multiple dimensions of sense of place can be deliberately incorporated and promoted with the participation of tourists. Hence, festival tourism is one of the potential channels to narrate the community's own history and story with the aim of consolidating its place uniqueness.

Author(s): Lemelin, Harvey (Lakehead University); Koster, Rhonda (Lakehead University) & Carson, Doris (University of South Australia)

Title: Think Local, Develop Local. Why Regional Tourism Strategies Have Failed in Rural, Northern Canada

Abstract:

Collaboration in regional tourism initiatives can help to overcome local challenges because as communities work together it is possible to develop the necessary numbers of attractions and services to draw visitors for longer regional stays. However, it is often difficult for communities to work collaboratively due to competition between places, parochialism and non-local regional tourism designations. Based on a critical historical overview and interviews, we will present how regional tourism policies often imposed by various levels of government have failed to increase knowledge exchange and promote collaboration in some areas of rural Northern Canada. Some of the reasons for these failures include the reality that these administrative regions are geographically too large, their boundaries are often changed, and the regions are too culturally diverse. This case study of one region in rural northern Canada suggests that regardless of how the region has been defined – those that make up the local community simply do not have the willingness, nor the level of capacity to connect or market with other regional actors or clusters beyond the local arena Similar to the recent conclusions in an Australian study, our findings suggest that it is perhaps time that we re-examine regional tourism initiatives from a more critical lens and ask local actors how they would define their region and discuss what types of collaborative tourism strategies they would support.

Author(s): Loi, Connie & Lei, Weng Si (Institute for Tourism Studies, Macau)

Title: The Graduate Perspectives of Event Management Education

Abstract:

Event industry is wide and dynamic. It is difficult for educators to come up with a perfect curriculum to suit all. The blue ocean strategy, in which industry stakeholders are involved in curriculum design, was adopted by Hong Kong Polytechnic University in generating the curriculum of Convention and Event Management. Nevertheless, tracking the success of the curriculum is equally important, which provides valuable feedback to educators for future improvement and development of the curriculum. For schools which are currently providing degree programmes of the event discipline, this paper attempts to provide insights of graduates' perspectives on event management education and more importantly to shed lights on how relevant event management education is to graduates' career development. The aims of this paper are thus two-fold:

1. To investigate / explore the relevance of a degree in event management to graduate's career development in the event industry.

2. To enrich and enhance curriculum development for event management at the tertiary education level.

In-depth interviews with alumni with a bachelor degree in event management were conducted. These graduates are currently engaged in industries related to event management. Qualitative analysis with the software of NVivo will be conducted.

It is argued that although tertiary education in event management helps prepare the graduates better to face the challenges in the industry, the real working environment deviates from the well-protected environment of the college and that there are gaps between what can be learnt from school vis-à-vis what is needed in the battle field. As such, insights of career challenges faced by recent graduate in the event discipline, relevance of degree obtained to career development, perception on skills / knowledge obtained from degree programme are aimed to achieve.

Author(s): Lynch, Paul (Strathclyde University)

Title: Explorations of the potentialities of hospitality as welcome in a tourism context

Abstract:

Despite considerable attention paid to defining and seeking to understand the nature of hospitality, the concept is still poorly understood and its theoretical potential for making sense of the world underdeveloped and underutilised (Lynch et al., 2011). The aim of the project described here is to provide empirically-informed understanding of individuals' experiences of hospitality as welcome and non-welcome with a view to advancing existing conceptualisations. Three influences are acknowledged. Firstly, a sense that existing paradigmatic approaches in a management context are inherently incomplete and unsatisfactory e.g. the service encounter conceptualisation (Bitner et al, 1990). Secondly, the study responds to an invitation to imagine alternative forms of future tourism dwelling (http://acapellavillage.wordpress.com/). Lastly, the study is in line with an idea of Grit for 'hospiety' i.e. the potential of hospitality contributing to the creation of a welcoming society (Grit, 2013).

The metaphor of hospitality as welcome (Derrida, 1997) has been employed in a significant body of literature in disciplines such as philosophy, sociology, human geography and theology. Two major themes of exploration are the national welcome offered to migrants and the welcome offered by God. A third theme of exploration is alluded to by Bell (2007) who draws attention to the social significance of mundane moments of hospitality in daily life which determine the ethics of social relations. This study explores from such moments and for this paper is based upon an analysis of an autoethnographic experience of welcome captured using sociological impressionism and focusing here upon aspects of a tourism destination visit and a guided tour. Theoretical and practical implications of the findings are discussed based upon the conceptual frameworks emerging from data analysis. Principles of hospitality are proposed, certain of which, for example, exclusivity, social divisiveness, hospitality as an expression of power highlight intrinsically noxious elements of the phenomenon casting doubt upon its more idealised potentialities.

Author(s): McGehee, Nancy (Virginia Tech University), Kline, Carol (East Carolina University) & Knollenberg, Whitney (Virginia Tech University)

Title: Dreaming of New Social Movements that Result in Grassroots Action: The Case of HandMade in America

Abstract:

According to the New Social Movements research paradigm, the key to a successful social movement lies in the presence of a catalyst which includes three components: self-efficacy, networking/ resource mobilization, and consciousness-raising (McGehee, 2002). These catalysts often emerge as a response to social and/or political oppression; sometimes this is in the form of difficult economic circumstances. This study focuses on one such catalyst and its impact on seven small communities. These rural North Carolina communities, all of which are somewhat reliant on tourism, have experienced economic shifts within their region that inspired each one to begin partnering with HandMade in America (HandMade), a regional non-governmental organization (NGO) who's mission is to grow economics through craft at the grassroots level (handmadeinamerica.org). In this study, we posit that HandMade, through its distinctive approach to working with small communities, acts as a catalyst for economic and social change in very similar ways to social movement organizations: via the improvement of individual self-efficacy, the development of networks that work to mobilize scarce resources, and the creation of events and processes that result in consciousness-raising of the community. The organization, along with the participating communities, was analyzed using a number of data collection techniques, including 1) interviews with key HandMade staff, 2) a review of HandMade news archives and publications, and 3) semi-structure interviews and focus groups with residents in the seven participating towns. Results indicate support for the argument that HandMade acts as an innovative facilitator for social and economic change through its use of tourism and other forms of locally-based economic activity. This is an important finding as it contributes to the larger social movements literature by forcing a debate as to what constitutes a social movement, a social movement organization, and the role of tourism in such social movements.

Author(s): McRoberts, Daniel (University of Waterloo)

Title: Solidarity tourism as critical pedagogy in practice – a case study linking Nicaragua and North America

Abstract:

Solidarity tourism has been identified one of the few forms of travel with the potential to transform participants. Such experiences are said to challenge prejudices and entrenched beliefs about poverty and relationships between Global North and Global South. This paper profiles the approach to solidarity travel taken by two organizations that bring North Americans to Nicaragua for short-term exposure tours. Using a narrative inquiry approach, the author interviewed six employees in person during a short fieldwork period in summer 2011. Five telephone interviews were also conducted in fall 2011 with solidarity tour participants. Some had recently returned from their exposure trip to Nicaragua, while others had participated in a tour several years prior. Through analysis of these stories, this paper explores how the solidarity tours changed participant perceptions and behaviour, and whether these changes are sustained as time goes by.

The narratives describe how both organizations do a very thorough job of bringing travelers' attention to the power relations and networks of privilege that surround all of us, and that are enacted when people attempt to enter into relationships of intercultural solidarity. Through careful use of language, and by facilitating workshops and activities that reveal these previously hidden or ignored dynamics in a non-confrontational way, the staff are able to encourage travelers to explore their own privilege and provide the means to potentially address these issues. Furthermore, the organizations turn that attention inward and evaluate their own practices and structures that may be replicating inequalities. Arguably, this critical pedagogy attracts a certain kind of employee committed to making positive social change. This creates patterns of consciousness-raising and committed activism that link organizations and participants in a broad movement devoted to social justice and intercultural solidarity.

Author(s): Marković, Izidora; Boranić Živoder, Snježana & Pejnović, Dane (Institute for Tourism Zagreb)

Title: Influence of tourism development on sustainability of local communities in natural protected areas, case study of Plitvice lakes National park

Abstract:

Protected nature areas in Croatia are regulated by Law of Nature protection, which is well defined and established with its management procedures and rules. On the other hand NATURA 2000 Network is designed to conserve over a thousand rare, threatened and endemic species of wild animals and plants. Like other EU countries, Croatia has proposed sites for the NATURA 2000 Network for over 230 species and 70 habitat types that occur in Croatia and that are considered to be of EU importance. Croatia's National Ecological Network, as a system of interconnected or spatially close ecologically important areas having a balanced bio geographical spread, thus significantly contributing to the preservation of the natural balance and biodiversity, covers 47 percent of Croatian Land Territory and 39 percent of the Territorial Sea with a great potential for a further development in eco – tourism, that can be closely connected with local population development and identity.

National Parks representative present generators of development in the areas as they are the most frequently visited protected areas, and they are larger by extent, and therefore represent some of the most intensely used natural tourist areas. Simultaneously National park Plitvice Lakes given the very large number of visitors that affects the transformation of the area, and considering that within the boundaries of the park has about 2000 residents, make an excellent polygon for research of socio-cultural sustainability.

It is found that the socio-cultural dimensions of sustainability of the national parks that represents the identity and viability of the population is mostly ignored and it is beyond the focus of management of national parks that should be responsible for monitoring the overall sustainability of the area. Consequently there is a huge decline in population in the area on National park Plitvice lakes, in the period since 1991. to 2011. population of the administrative units in whose area is a National park fell on average by 11 per cent. This is partly triggered by homeland war in ninety's and enhanced by insufficient opportunities for local inhabitants. Also there is a mass determination of local identity in its traditional form, while there is increase of false identity which is artificially created for presentation in tourism. This modern identity is mostly spread between younger population which has a greater role in tourism activity.

Thus one of the purposes of the paper is to determine in what extant is local population sustainability covered in previous researches of development of these areas and is their role of ˝guardians ˝ of the area at all included in this kind of research. Also this paper will determine how many areas have conducted the researches and propose possibilities for integration and further development of tourist satisfaction and local population sustainability surveys, with addition of survey for natural protected areas guides and supervisors as a "bridge" between local population and tourists.

Author(s): Miličević, Katarina (Institute for Tourism, Zagreb); Herceg, Nevenko (University of Mostar) & Krešić, Damir (Instite for Tourism, Zagreb)

Title: Destination branding challenges in a multi-ethnic context: The case of Bosnia and Herzegovina

Abstract:

Destination branding is still a relatively under investigated phenomenon, especially the influence of destination branding on the destination competitiveness. However, current body of knowledge provides growing evidence that destination branding has a significant impact on destination competitiveness. The process of destination branding, which itself is a very complex process, becomes even more complex in the context of those destinations, such as Bosnia and Herzegovina, which have multiethnic character. Given the fact that Bosnia and Herzegovina is a country of three constituent people (ethnic groups), and therefore is characterized by very complex and complicated governmental structures and administrative-territorial organization, the question arises how is it possible to efficiently implement tourism destination branding process in such a complex environment. Taking into account all the constitutional and legislative complexities, the lack of jurisdictions on the national level and the overlapping jurisdictions on the lower levels of government and significant fragmentation and functional incoherence of the governmental institutions, it can be concluded that the tourism branding process of Bosnia and Herzegovina will be faced with many challenges. In order to successfully implement the destination branding process it is necessary to establish and strengthen the cooperation between the relevant governmental institutions and to harmonize legislative framework, all with the goal of presenting Bosnia and Herzegovina as a single tourism brand which will no longer be associated with former Yugoslavia or with the past war conflicts. Therefore, the main objective of this paper is to explore the role that rich cultural diversity and multi-ethnicity might play in the destination branding process of Bosnia and Herzegovina. Having this in mind, this paper analyzes the potential of cultural diversity and multi-ethnicity to become one of the most important tourism attractions and branding attributes, regardless of the fact that it currently represents one of the greatest obstacles to a comprehensive and systematic branding of Bosnia and Herzegovina as a single tourism destination. The research conclusions are based on the opinions of the authors and on analysis of the interviews conducted with five relevant tourism development experts in Bosnia and Herzegovina.

Author(s): Mostafanezhad, Mary (University of Otago)

Title: Beyond Brangelina: Volunteer Tourism and the Humanitarian Gaze

Abstract:

Reporting on the growth of volunteer tourism, a recent TIME Magazine article explains, "Getting in touch with your inner Angelina Jolie is easier than it used to be!"(Fitzpatrick, 2007). This observation highlights the popular sentiment around celebrity humanitarianism as well as the contemporaneous growing excitement invested in volunteer tourism. Volunteer tourism is characterized by volunteers who pay to participate in conservation or development projects and it is now one of the fastest growing niche tourism markets in the world. As the poster child of ethical tourism programs, volunteer tourism has been at the forefront of emerging trends in privatized, non-governmental organization coordinated tourism development agendas. In this presentation I address how, like their celebrity humanitarian counterparts, volunteer tourists co-construct and extend what I call the "humanitarian gaze." Building on John Urry's notion of the tourist gaze as an organizing metaphor to describe how power mediates tourism encounters (1992), the humanitarian gaze describes how actors—such as the volunteer tourist—imagine their helping relationship to previously unknown Others and highlights how these encounters are mediated by discourses of neoliberal governmentality that create social exclusions as well as implicit hierarchies such as those developed between the volunteer tourists and local community members. Drawing 16 months of multi-sited ethnographic fieldwork among three NGOs in northern Thailand between 2006 and 2012 as well as a discourse analysis of online and popular media, I address how and with what critical implications the humanitarian gaze is constructed and mobilized as a site of intercultural exchange as well as how the development politics at stake within this encounter have decisive implications that extend well beyond volunteer tourism.

Author(s): Moufakkir, Omar (La Rochelle Business School)

Title: What's Immigration Got to Do With It?

Abstract:

More than a decade ago MacCannell noted that the "rapid implosion of the Third World into the First constitutes a reversal and transformation of the structure of tourism, and in many ways it is more interesting than the first phase of the globalization of culture" (MacCannell, 1999, p. xxii). This implosion has consequences on public opinion about immigration and perceptions about immigrants. Most recently, politicians refer to the growing tensions between natives and immigrants as 'the failure of multiculturalism'. For example, German Chancellor Angela Merkel, French President Nicolas Sarkozy, and UK Prime Minister David Cameron have all declared that multiculturalism has failed in their respective countries. Growth in migration and tourism are two of the most significant manifestations of globalisation. Despite their relatedness and importance, there has been very little research about their relationship. According to UWTO, "Migration makes important social and economic contributions to destination countries, culturally enriching their society, enhancing the tourism product and providing labour for the travel, tourism, hospitality and catering sectors" (p. vii). There are, however, also some negative aspects as a result of this relationship, which include 'brain drain', reduction in tax revenue in origin countries and wage deflation and social tension in destination countries. It is the social tension aspects of this phenomenon that are the focus of this presentation. The study is concerned with the effects of immigration and integration on perceptions and their impacts on destination image and visitation. I will present some research highlights in the hope to warm up the discussion about a neglected topic in tourism studies.

Author(s): Munar, Ana Maria (Copenhagen Business School)

Title: Technology education revisited

Abstract:

Contemporary education and curriculum reflect the disciplinary limitations, tribal tendencies and insularity of the tourism academic world. The research field of information technologies (IT) is dominated by narratives of market efficiency and development, and (post)positivistic methodologies. Technology curriculum design follows course structures and pedagogical practices of traditional management education. As a result, technology studies appear isolated from key areas of tourism scholarship. Despite this isolation, IT development is essential to understand late-modern tourism. This paper introduces the field of Critical Digital Tourism Studies and envisions an agenda for technology education. Inspired by the work of scholars in Digital Humanities and Communication (Hayles, 2012; Baym, 2010; Suchman, 2007), this study presents 'embedded cognition' as a framework to comprehend the interdependences between people's actions and discourses and technological affordances and materialities. Technological social practices produce new social spaces and interrelations. Digitization processes of text and information allow for new ways of teaching and learning and expand multiple literacies (from deep- to hyper-reading). These are not minor processes, but radical in nature. Digital technologies are a transformative power in the world of education. Increasingly, scholars and students develop their careers in media-rich and information heavy environments. IT transforms the nature of public life in academia and how knowledge can be communicated; provide opportunities for emancipation, value creation and socialization, but also for increased institutional control and commercialization. A new educational agenda should aim at revealing the interdependency between technological change and the establishment of norms and values, the impact of new technologies in human cognition, digital mediation of humor, love and emotion, the interrelationship of technology and the environment and how all these different phenomena are enacted and transformed through tourism. This phenomenological landscape remains by far an unexplored territory.

Author(s): Nepal, Sanjay (University of Waterloo)

Title: Tourism Sciences: What does it mean?

Abstract:

This paper addresses critical issues about tourism scholarship. These issues include, among others, the quantitative/qualitative divide, tourism as interdisciplinary research, quantity and quality issues in the production of tourism knowledge, and the specialized versus comprehensive tourism knowledge that currently exists in tourism theory and practice.

The above-mentioned issues are examined by asking three key questions: (1) what is scientific knowledge and scientific tourism knowledge; (2) how is tourism knowledge created; (3) what different forms of tourism knowledge currently exist. To answer the first question, concepts of normal science, paradigmatic shift and tourism knowledge platforms are revisited. The second question examines the increasing complexity of tourism and argues that mainstream tourism research has failed to address this complexity. The third question raises issues about different knowledge domains including good vs. bad (entrepreneurial), virtuous vs. ethical, public vs. private, and theoretical vs. applied knowledge. Through these questions, the paper argues that tourism research has reached a critical stage of crisis, and that a holistic and philosophical view of tourism sciences is necessary to understand and resolve this crisis.

Arguments presented in this paper are based on the following assumptions: (i) that new scientific knowledge is created for the common "societal good" (the Platonian view); (ii) that scientific knowledge advances in incremental steps; (iii) that new knowledge represents a departure from commonly held beliefs and values, as it causes a shift in the "scientific paradigm"; (iv) that new scientific knowledge is generated mostly at the fringes, or the intersection of the disciplines; (v) that increasing emphasis is on "inter-disciplinarity" in academic research, as is evidenced in the policies and practices of many government funding agencies; and (vi) that tourism is both "science" and "practice".

Author(s): Obrador, Pau (University of Sunderland)

Title: Tourism and Mediterranism in Menorca. Can the real island please stand up?

Abstract:

With its art and beaches attracting hundreds of millions of tourists every year, the Mediterranean remains inextricably bound up with tourism in the public consciousness. And yet the Mediterranean rarely features in critical accounts of tourism, which is recurrently presented as a northern European export. This paper looks at discourses of Mediterranism in the island of Menorca. It examines a range of tourism related imagery from two archives to ask what sort of narratives tourism has produced over the last 60 years or so. Drawing on the works of Giaccaria and Minca (2010), and Chambers (2008) it develops an "uprooted geography" of the island that challenges essentialized readings of the Mediterranean in favour of an understanding that emphasises a more unstable and ambiguous set of relations. The transformation of the Mediterranean into a European pleasure periphery has consolidated a postcolonial order that marginalises the region as the other of European modernity. However tourism has also generated alternative modernities which can be very aggressive and expansive. Tourism functions simultaneously as a conduit for a northern gaze that disciplines the Mediterranean and as one of the multiple currents that make up its liquid materiality.

Author(s): Ongsavangchai, Nawit (Chiang Mai University)

Title: The Study of Architectural and Cultural Resources in Nan Municipality Area for Encouraging Community Based Tourism

Abstract:

Nan, a city located in the remote valley of the Nan River in northern Thailand, is a famous destination for tourists who love nature and culture. A numbers of tourists who visited Nan city have increased every year; however most of them concentrate their visit to a small group of famous places. This situation leads to the problem of over carrying capacity, fast deterioration and inequitable distribution of benefit from tourism.

This research aims to investigate the architectural and cultural resources in Nan municipality area for establishing GIS database. The database will be used for planning of community based tourism encouragement in order to reduce the problem of concentration of tourism in only some famous places. Also, the database will be utilized for evaluation of resources' value and characteristic, and community potentiality to use these resources for tourism, which can be the a proper mean for utilization of the resources, promotion of continuation of cultural practice and conservation of their cultural heritages.

The study discovered 378 units of cultural resources. The potentiality of most communities for managing community based tourism is in the middle level. Many resources with high cultural and historical value in the community are still little known. The reasons are a lack of facilities, security and attractive beauty for tourists. Fostering of community based tourism in the northern part of the city, the areas covering most of city areas, by planning alternative travel loops according to the limit of time and individual interest of the resources that tourists have, from the old town area in the south of the city should be considered. Besides, the physical environment around the resources are also the attributes that should be took an interested in. The beautiful townscape should be developed and improved.

Author(s): Pernecky, Tomas (AUT University)

Title: The worldmaking aspects of events

Abstract:

So far, the study of events has been overshadowed by managerial rhetoric and problem solving, and on the whole, the focus has tended towards the processes of event organisation and planning, production, design, budgeting, policy making, and the evaluation of economic impacts – making it largely an operational and managerial concern. In this paper, events are understood and offered though a worldmaking lens as a phenomenon that is not only vital for societies across the world, but also an important agent in the making of peoples and places. Events hold the power of bringing together individuals, communities and nations, they assist in maintaining (or) challenging cultural practices, and they are the 'carriers' of ideologies and visions, utilised both for integration and separatism. Representative of the socio-cultural-political make-up, events reflect back to us where we stand as societies. Building further on the presentation delivered at the fourth Critical Tourism Studies Conference in Cardiff in 2011, this paper ponders how and why worldmaking might be best approached as a paradigm that is applicable to the study of tourism and events. It is argued that worldmaking is an important addition to the conceptual repertoire of Events Studies, fostering novel ways of seeing and researching events.

Author(s): Poulston, Jill (AUT University)

Title: Critical thinking and contentious ideas: the tension between belief and reason

Abstract:

Critical thinking is reputed to be a key graduate skill for many undergraduate and postgraduate programmes, yet few offer papers in thinking, nor do teachers necessarily demonstrate the ability to think critically about everyday matters such as the nature of reality. Using critical thinking, students can learn to differentiate between spurious and genuine ideas by analysing the available information and arriving at a reasoned conclusion, but only if the need to do this is recognised. More commonly, concepts worthy of debate are accepted or rejected according to custom and belief, rather than evaluated objectively.

The epistemological basis of this enquiry draws on Aristotle's division of knowledge into the practical and the theoretical, and on Kant's (1781) *Critique of Reason*, which discusses empirical (based on experience) and a priori knowledge, which is independent of experience. It is common not to seek empirical evidence before taking a position on phenomena such as reincarnation, or acting on beliefs such as an assumption about the health benefits of organic food. A priori knowledge is based on speculative or theoretical reasoning, and may also be overlooked as a way to solve problems; the common view often prefers scientific proof, providing this coincides with widely held beliefs.

The difference between empirical and speculative knowledge is explored by taking a rational approach to what may appear to be an unreasonable idea; it is proposed that there are two forms of existence: the familiar existence readily observed and experienced in day-to-day life, and another that is not experienced, and therefore, not necessarily believed to exist. By extrapolating empirical data, it is reasoned that there is a non-apparent existence beyond common experience. This speculative argument demonstrates the need to challenge assumptions about everyday and familiar matters, while maintaining an open mind on matters in which experience is lacking, and which may therefore appear spurious. In this respect, reason (such as extrapolating the characteristics of observable reality to formulate ideas about the unknown) is shown to be more useful than the scientific process.

The discussion then interrogates some common beliefs and disbeliefs, to determine if critical thinking can be used to evaluate controversial concepts. Topics such as astrology, psycho-kinesis, and reincarnation are over-viewed, identifying discrepancies between observable phenomena and the common view, and employing empirical data to challenge habitual ways of thinking.

The paper concludes with a list of contentious beliefs for those wishing to test their critical thinking skills, as well as those of their students.

Author(s): Prentovic, Sonja (Université de Lyon 2) & Batat, Wided (Université de Lyon 2)

Title: Social values in tourism ads: a cross-cultural comparison of Serbia, UK and France through visual data analysis

Abstract:

Social aspects of tourism and responsibility in particular are equally related to today's tourists' behaviour and tourism industry. Tourism professionals started to focus on social and responsible tourism due to the characteristics of postmodern tourists who are more engaged within their consumption experiences and more eager to develop a responsible and ethical behaviour. These postmodern consumers/tourists are influenced by online content, Web 2.0 videos and social media (blogs, Youtube, Flickr, Facebook, MySpace, etc.) where they can find and exchange about social tourism ads. The objective of this research is then to analyze social tourism aspects in video-sharing websites within three cultural contexts: British, French and Serbian through a visual method analysis approach. The results of this study show that social tourism values are embedded within a national culture and are different among the three tourism destinations. The main differences might be classified according to tow aspects: environmental values and social responsibility. The differences between the three contexts are due to the unequal social and economical development of these countries and their tourism sector (UK and France are among European developed countries, while Serbia developing country). Aspects of social tourism were not presented in the video materials that we have analyzed, neither vulnerable tourists (low income, disabled, etc.) nor rural host communities (destinations in these countries). However, dimensions such as local products and contacts with local people were highlighted in tourism ads in the three cultural contexts. Within British and French tourism videos, environmental responsibility issues were more dominant. Social values of tourism were presented through contacts with local producers and when tasting products (food and drink). In the case of Serbia, tourism-related videos focus more on social tourism issues related to community-based tourism and discovering local environment related to rural cultural heritage. As our research explored only official tourism online ads, further research on responsible behaviour of tourists in UK, France and Serbia and their social values shared virally are recommended. This would be especially important in the case of Serbia where there is a less diverse video material on social media and literature related to social and responsible tourism following contemporary tourism trends.

Author(s): Rahim, Habibeh (St John's University)

Title: Tourism and Education: What is to be Gained for Peace?

Abstract:

In a world with increasingly advanced means of communication and transport, student travel as an integrated component of higher level academic studies has been reaching dramatic actual numbers. In the US more than a quarter million students appear to do some travel as a structured feature of their college studies. Studying abroad can range for a brief duration such as a week or two or a more lengthy extent as a semester or a year or two. The travel enables students to gain multi-varied perspectives of the world that helps transport them intellectually to a more balanced and sympathetic view of the "other" on their planet.

There are several advantages of this increasing phenomenon of students who are essentially tourists with an active learning goal. With travel one experiences another country in a personal context which is unique and non-transferable. Certainly, future employers ranging from small scale local businesses to mega scale multinational corporations recognize the value of international experience in their employees.

With the increased travel from students and the resultant enhancement in the understanding of foreign cultures and traditions, the question arises, what value does this exposure to societies and nations outside one's parochial national boundaries have on the quest for global peace and harmony? Samuel Huntington and his infamous thesis of "the clash of civilizations" was countered by His Highness The Aga Khan's premise that any global conflict is actually based on the "clash of ignorance" amongst groups and communities. Inflexible high walls based on prejudice is in the main the essential prelude to conflict. Replacing these walls with windows of fluid introductions to the manners and customs, aspirations and hopes of the "other" could lead towards the salient parameters of mutual respect and the Utopian value of harmony. Is this much to ask of the students agenda as they travel forth in their informal capacity as ambassadors of goodwill and in their potential as the future keepers of the planet? In my paper I explore the greater need for travel as an integrated component of higher education.

Author(s): Rakić, Tijana (Napier University) & Karagiannakis, Yorgos (Independent scholar)

Title: Athens in the news: representations of Athens as a tourist destination during the time of the crisis

Abstract:

Since the beginning of the Greek debt crisis Athens has regularly featured in international news reports. These reports have undoubtedly informed not only their readers' understanding about the current situation in Athens in particular and Greece in general, but have also partly influenced their perception of Athens as a tourist destination. Many of these reports have commented specifically on the impacts the Greek debt crisis along with the accompanying phenomena of dramatic increase in unemployment and poverty, demonstrations, violent protests, transport disruptions and closures of archaeological sites due to strikes have had on the tourism industry and the tourist experience. Philosophically rooted in constructionism (see Pernecky, 2012), this paper is empirically informed by the analysis of 140 tourism related international news reports published online from December 2008 until the end of January 2013 sourced through Google News search engine by using the keywords 'Athens', 'crisis' and 'tourism'. A combination of thematic content analysis of the original sample along with in-depth semiotic readings of typical examples of these news reports, provides a rich insight not only into the modes in which, according to these news reports, the current Greek debt crisis made an impact on the tourism industry and the tourist experience, but also into the role news reports had in representing a particular image of Athens as a tourist destination during the time of the crisis.

Author(s): Reka, Shqiperim (Sheffield Business School)

Title: Challenges of tourism development in post-conflict countries; the case of Kosovo

Abstract:

Tourism development has been one of the most utilised counter attacks of overcoming the aftermath of political crisis by a large number of post-conflict governments. This paper evaluates the challenges in implementing tourism development in post-conflict countries within a case study context in order to analyse whether the research findings are in agreement with or contradictory to the literature discovery. In-depth semi-structured interviews were employed to conduct the research in Kosovo on a face-to-face basis with influential tourism individuals in order to acquire their interpretation of the challenges the country is facing whilst aiming to achieve tourism development. The study also explores Kosovo's tourism development approach to discover if it is coping with the consequences of the conflict. Based on this qualitative research, the study argues that image recovery and politico-economic issues are the most complex challenges in an attempt to realize tourism development in post-conflict Kosovo especially, when government support to reduce such challenges is absent. The findings indicate that the conflict of the 1990s destroyed Kosovo's international image and shattered its fragile economy. It is also found that the image of the country continue to endure hysteric negativity as a result of unfavourable portrayals from external factors. Lack of international media focusing on state restoration has left potential tourists view safety as a concern of travelling to Kosovo. The study elucidates that as a result of weak economy, internal and external political challenges, lack of awareness of tourism values and limited expertise the significance of implementing tourism development is very low among the government as a principal actor with the highest perceived responsibility in realizing this duty. It was also found that lack of authority amongst the public tourism institutions is evident as a result of centralised government being the final consent provider in which outlines the status of tourism development since tourism has a low priority within the government. Social matters are evaluated to be crucial for tourism development in Kosovo and issues concerning heritage were shown to be challenging. Collaboration and partnership between tourism organisations were also identified to be very limited at the tourism planning as well as at the development level. It is stressed in the study that a strategy for implementing tourism development was formulated but its adoption is not being achieved.

Author(s): Richins, Harold (Thompson Rivers University)

Title: Experience Studies in Tourism: A movement? Or just another way of offering specialized service or authentic tourism products?

Abstract:

The growing body of knowledge with relevance to experience studies, creation and provision has been emerging particularly in the last two decades. Experiences have been closely linked to products and services, and authors have discussed "extraordinary experience" and the concept of the "experience society." Further significant research related to the Experience Economy, Experience Creation, Experience Design, Experience Making, Experience Development and Provision, Experience Society and the Creative Economy began to emerge in a significant way during the late 1990s and into the 2000s. Various disciplines have been creating and extending linkages with experience studies including: Tourism, Leisure/Recreation, Arts, Planning, Innovation, Culture, Design and Architecture, Business, Organizational Development, and Human Geography. Within the field of tourism this subject area has a strong link to, and is a natural extension of tourism and the visitor experience. Other areas of focus have manifested themselves in tourism through the development of concepts with distinctive characteristics related to special interests, alternative or specialty/niche type travel. Experience studies has been addressed both within the context of the study of experiences within a management context and also within a context of experience as a socio-cultural phenomena. In North America and elsewhere, experience studies and the experience economy concept have been embraced by industry practitioners and consulting firms with service, promotion and product development as the primary areas of focus. This paper explores further the notion of experience studies and provision and the platform that this may provide for both a grounded practical sense of experience creation and delivery, particularly within a tourism context, and the tools by which to critically address what constitutes relevant areas of focus within the realm of experience. Through strong interdisciplinary approaches and outputs, and a focus on the understanding and development of both the phenomenon and provision of experiences, this may create an emphasis which moves significantly beyond tourism management skill development, customer service delivery and promotional and image creation.

Author(s): Rydzik, Agnieszka (University of Lincoln / Welch Centre for Tourism Research)

Title: Power relations in the tourism workplace: Towards a better understanding of the female migrant experience

Abstract:

Following on from a paper presented at the IV CTS conference which discussed the mobilities and immobilites of migrant women from Central and Eastern Europe working in UK tourism (Rydzik, Pritchard, Morgan & Sedgley, 2012), this paper focuses on their subjective employment experiences.

Despite migrant women's significant presence in and contribution to the industry, their employment experiences remain under-researched in tourism labour scholarship. With gender-blind studies prevailing, and the employer and industry perspectives predominant, the voices of low-wage migrant women are left marginalized.

This paper presents findings from a doctoral study which – through the application of innovative participatory methodology – facilitated the active engagement of female migrants in the research process as well as allowing the research to reach audiences beyond academia via a public engagement stage.

By privileging the voices of migrant women, the paper discusses the complex power relations at play in post-2004 UK tourism workplaces and migrants' vulnerability to exploitation. It explores how gender, age, nationality, ethnicity and class intersect and to what extent media discourses of Eastern European migration together with stigmatizing low status tourism work impact on female migrants' employment experiences and career opportunities.

Author(s): Scarles, Caroline; Terzidou, Matina & Saunders, Mark (University of Surrey)

Title: Religious Tourism Experience: Ghostliness and Tourism in the Greek Orthodox world

Abstract:

Embracing recent developments in studies of religious tourism and tourism in general, this research seeks to consider not only the permanent religious structures and the experiences they stage, but also how individuals as reflexive beings become believers through a variety of unpredictable, active and complex performances that are enabled through tourism. Religion is considered a network, of the human, immaterial and material worlds, each of which is assigned agency. Accordingly, the performative approach (Crouch et al., 2001; Edensor, 2000, 2001; Perkins and Thorns, 2001) is considered here as being the most adequate in addressing how religion is experienced multi-dimensionally.

Using the example of the sacred island of Tinos, Greece, religious oriented tourism is regarded as a process of experiences in which three moments are performed: pre-trip, on-site, post-trip. The first stage explores religious tourists' motivations and expectations from the religious trip. The second stage explores religious tourists' on-site practices and the last stage the potential transformative effects the trip may have on the religious tourists. Rooted in the above, the study also acknowledges the complex process of becoming a religious tourist and of experiencing the holy that extends beyond the strict boundaries of the three stages, which rather seem to interact and to be linked with each other. Using participant observation and in-depth interviews, research identifies some main themes that underpin tourist experience within the Greek Orthodox world, considering issues of ghostliness and authenticity that revise the religion-tourism relation.

Author(s): Schänzel, Heike (AUT University)

Title: The social meanings of overseas educational travel for adolescents

Abstract:

The meaning of holidays for children and adolescents and the role of travelling in constructed subjectivities are largely absent in academic research (Small, 2008). Even less is known about educational tourism and international school excursion tourism in particular (Larsen and Jenssen, 2004), which are organized as opportunities to learn and interact with other cultures (Byrnes, 2001). Adolescence is of particular interest here, as travel-related competences, beliefs, habits and much of what is later taken for granted, are established in this phase of life (Frändberg, 2010). Short-term study trips abroad can be perceived as creative, engaging and transformative learning experiences, but require further research (Perry et al., 2012). The potential for cross-cultural learning is particularly high when there is high interaction with local people and elements of culture shock (van't Klooster et al., 2008), as is the case when Westerners are exposed to a non-Western culture for the first time.

The aim of this study is to understand the social experiences and meanings gained by adolescents on an overseas educational trip. The research is based on semi-structured interviews with 6-8 New Zealand secondary school students (aged 16-18 years) that took part in a three week educational trip to Chiang Mai in Thailand. The students volunteered to represent their school and teach some English at a private college in Chiang Mai which exposed them also to many cultural and educational experiences related to Thai customs. For most students this was their first travel experience in a developing country. Because of the explorative nature of this research an interpretative paradigm and in-depth interviewing was chosen. The research will be conducted in February/March 2013.

Author(s): Sedgley, Diane; Morgan, Nigel & Pritchard, Annette (Cardiff Metropolitan University)

Title: Family holiday experiences of families with children with an autism spectrum disorder (ASD)

Abstract:

Whilst there is a growing body of work on tourism and disability, this has largely focused on mobility and the physical barriers to participation; very little research has examined the holiday needs and experiences of people with neurological conditions. This paper provides an insight into the family holiday experiences of families with children with an autism spectrum disorder (ASD). Based on participant-driven interviews with six families, it reveals the impacts of autism on tourism participation and discusses the strategies adopted by these families to manage the needs of their children, their family and the challenges of tourism settings. The paper concludes by discussing how tourism providers and society can better understand and respond to the needs of families of children with autism.

Author(s): Small, Jennie (UTS Business School) & Harris, Candice (AUT University)

Title: "It's not right and it's not fair!": Babies, children and air travel

Abstract:

While tourism studies have examined tourist experiences at the destination, we know little about the en route experiences, especially those of air travel. Gottdiener (2001) portrays life in the air as tedious, unsensuous travelling in non-space. Previous research by Small and Harris (2011) and Darcy (2012) highlight that for many passengers the interior of an aeroplane is not the neutral space proposed by Gottdiener. Taking a critical tourism approach, we draw attention in this paper to the developing debate on 'crying babies on planes'. Employing Fairclough's (1993) Critical Discourse Analysis, we analysed the text, discursive practice, and socio cultural practice of online news sites. Underlying the online comments were issues relating to the individual versus the collective: rights and responsibilities. With goals of social justice and emancipation, we examine the power relations to expose whose interests are served by including/excluding certain people (and their behaviours) from the travel experience.

Author(s): Stevenson, Nancy (University of Westminster)

Title: Coming in from the cold - The immersive dynamic of shared experience

Abstract:

> "It had taken a while to be invited to attend the meeting– and the invite when it came, was supported by the requirement that I bring biscuits….. At the outset I felt like an observer – but as more people arrived I recognised interviewees and people I had met at events - they talked to me about their proposals and asked me for my comments….. I have been invited back and there appears to be an expectation that I bring ideas next time rather than biscuits" (Field notes 2012).

In this paper I reflect upon the emotional and immersive dynamics that have arisen during a longitudinal research project. The research project investigates local peoples' experience of change associated with the London 2012 Olympic Games. It has focussed on experiences of creating and participating in cultural projects and events in the 4 years preceding and during the Games. I am currently exploring experiences of events that have been developed since the Games.   The study is local, in-depth and has resulted in shared experiences as I become more engaged with my research subjects.

The experience of longitudinal qualitative research has led to a number of challenges which are explored in this paper.   Drawing from Charmaz (2006), Denzin and Lincoln (2011) Evans (2013), Glaser and Strauss, (1968), Hall (2004), O'Reilly (2011) Strauss and Corbin (1998) and Willis and Trondman (2000), I reflect upon the theoretical underpinning of my methodology and the gradual shift away from grounded theory and towards ethnography.   I explore social relations, considering the implications of my transition from an observer to a participant-observer and from an outsider to insider.

Author(s): Suntikul, Wantanee (Institute for Tourism Studies, Macau)

Title: Nostalgia-motivated Thai Domestic Tourism at Amphawa

Abstract:

Amphawa is the site of a large floating market dating from the 18th century, located 70 kilometers from Bangkok, Thailand. After three decades of dormancy, Amphawa has been experiencing a revival of tourism development since 2004, and has become a popular weekend destination for urban tourists and a primary site in an emerging trend of nostalgia-motivated tourism among Thai domestic travelers.

Based on interviews and surveys, the paper will discuss the role of nostalgia as a motivating factor for Thai visitors to Amphawa. It will explore the ways in which the site appeals to the nostalgia-motivated tourist, and will address the differences in the conceptions and perceptions of nostalgia among different types of Thai visitors to this site.

For older visitors, Amphawa may evoke memories of the Thailand of their youth, while younger tourists may experience it more as a staged setting of a time and a way of life that they never personally experienced. In articulating such differences, the paper will draw on the distinction between restorative nostalgia, which affirms narratives of shared identity, and reflective nostalgia, which draws on individual memories of one's personal past.

The paper will seek to contribute to an understanding of the nostalgia-motivated tourism trend within the socio-cultural context of contemporary Thailand.

Author(s): Swain, Margaret (UC Davis)

Title: Where there is Repression, there is Resistance: Asking Critical Questions in China's Stone Forest World Heritage Site

Abstract:

In August 2011, I saw my long-time research site of Wukeshu for the very last time. Bulldozers, anxiety and caution surrounded us amid homes marked with "chai 拆" to pull down, a sign repeatedly painted out by families still in residence. One of my local colleagues nervously stopped me from copying an official list posted on a wall, while my closest Sani friend and a Chinese student guided us along rubble-strewn paths to visit people living behind barred gates. It looked like a war zone. Wukeshu was being destroyed in the name of tourism development. New fancy facilities for tourists were planned for this prime piece of real estate by the entrance to the Stone Forest National Park. Never mind that is was home to hundreds of indigenous Sani families for centuries. Many Wukeshu people have not moved on quietly, and that is the focus of this paper, exploring how in current repressive conditions, a young Chinese academic can pursue telling the story of Wukeshu through critical research, transnational networking, and soft power.

This doctoral student and I have co-authored a paper on Tangible Removal and Intangible Renewal for a UNESCO conference in Taipei. We look at the relocation of local people and tangible heritage, to enhance a site's touristic value, and the consequences for intangible cultural survival and reinvention. At issue are multicultural rights and cultural diversity, versus state hegemony and the greater good of world heritage, a cosmopolitan conundrum that yields to power. Insights into distinct Chinese, Indigenous and Western cosmopolitanisms help us build an understanding of the Wukeshu community's possibilities for more equitable, just participation in their future, and the role of academics to build awareness when tourism brings despair and hope.

Author(s): Torres Feijó, Elias (University of Santiago de Compostela)

Title: Sustainable identity. Tourism as opportunity or menace

Abstract:

This paper attempts to develop the concept "sustainable identity" specifically for tourism analysis.

Every community has established a set of common possibilities in order to organize its life.

All this set is being constantly built by the community, and at the same time is interpreted and used by the community according to that building process: this set has a practical, material and symbolic value for the community. This set is a very important mechanism for integration and the functioning in the life of the community both for its members and foreigners.

At least some of these elements are assumed by the community as part of its identity: the community recognizes them as their own and differential regarding another communities. In consequence, the community recognizes as its members people using this set of tools.

Many elements can be an essential part of the identity even if they are not (all) necessarily lived in a direct way. A square can have a strong identity value for a city or a whole country, but its citizens are maybe not using the square for many different reasons. Although it keeps its symbolic and practical value, managed by specific agents.

When the community recognizes itself, and the identity items remaining can guarantee the continuity of a common identity, and the consensus of the community is wide enough, we can say that this is a case of sustainable identity.

In the present, one of the main menaces for identity can be tourism: a massive number of visitants can modify the local ways of life and geo-cultural construction, can even make it disappear. On the other hand it's possible that visitants can reinforce the community identity and help guarantee its continuity: from this point of view tourists, are an opportunity.

Local community must establish sustainable levels of identity to turn the visitor into an ally for its economic, social, and cultural sustainability: the sum of the elements that build the sustainable identity itself.

How is it possible to identify and study the conditions for the sustainable identity? Do we have parameters for this goal? How does the community sort the items, and according to which criteria? Do the external and internal hierarchies coincide?

The community sorts the parameters according to its interests. If we can establish these parameters, we can study the process and the community possibilities for maintaining or not its identity, in order to know the community capacity for maintain the sustainability of identity.

This paper offers some indicators in order to analyse the sustainability of the identity of a given community, and its eventual transformations.

Author(s): Tucker, Hazel (University of Otago)

Title: Empathy and Appropriation: Postcolonial Reflections

Abstract:

This paper takes as its starting point a concluding statement I made in my 2009 article entitled 'Recognising Emotion and its Postcolonial Potentialities' concerning the importance of reading 'the elements of emotional moral discharge' from others' bodies in tourism and research encounters (2009: 459). That point leads me in this 2013 paper to consider the concept of 'empathy'.

Taking empathy to be an emotional / experiential understanding of another's perspective (Halpern 2001: Hollan and Throop 2011), the discussion will look firstly at the antagonistic relationship between empathy and appropriation, as well as the relevance of this antagonism to Critical Tourism Studies. We might ask, for instance, what it means to engage in 'hope', or 'rage', on behalf of others. Indeed, what does it mean to attempt to empathise with an other's 'cause', and what does or could it mean to refuse to empathise? And does empathy necessarily equal appropriation of the Other, or, can empathy be non- appropriating? This line of questioning leads to a discussion about the importance of reflectivity which in turn relates again back to my 2009 'Recognising Emotion' article and its focus on what I called the 'postcolonial potentialities' of shame.

Overall, the aim of this paper is to raise some questions around the concept of empathy in order to contribute to a consideration of the role of empathy in Critical Tourism Studies.

Author(s): Viken, Arvid (University of Tromsø)

Title: The growth paradigm in the tourism destination discourse

Abstract:

This paper presents some major approaches to tourism destination analysis, focusing on their theoretical stance. It is argued that the growth paradigm is strong and present in most of these paradigms, being a more or less a naturalized perspective in the destination development literature, and thus having a hegemonic position. In the paper it is shown, through the application of a discourse analysis approach, how most scholars position themselves in relation to this paradigm, even those being positioned in an alternative theoretical tradition. Alternatively destination development can be seen as regional or community matters, focusing on participation, involvement or empowerment of local people, or on destination development policies based on principles as sustainability or resilience. The growth paradigm is based in a strong industrial tradition where big operations are the ideal, it is maintained, whereas the majority of tourism sector worldwide consists of small, local and family based enterprises. This reality, it is argued, is not reflected in the tourism development literature. The literature on tourism destination development, tend to present an image of a week or under-developed industry, because it in general deviates from the growth paradigm models. The paper argues that the tourism academics in the field should take on a more reflexive stance, and that there is a need for research and models in tourism destination theory not seeing the small enterprise structure as a deviance, but as a reality and often a necessity for a sustainable tourism development.

Author(s): Wallin, Mark & Collins, Billy (Thompson Rovers University)

Title: Culture of Events: Is There a Place for Critical Theory in Event Pedagogy?

Abstract:

Festivals and events, when at their best, also function as instruments of social change and cultural celebration. Indeed, Getz (personal communication, July 2010) contends that the phenomenon of festivals and events is best explained through the lens of sociology and anthropology. This is because when people come together to participate, share and experience something communally, certain socially advantageous 'forms' are created through the development of 'soft infrastructure' such as knowledge, social capital, or even public policy. The gathering of people who share common values and interests helps to foster a sense of belonging, sense of place and 'communitas'. These acts of festive sociability can be very powerful.

While not conventionally a part of event management discourse, the cultural analysis of events is a well established of many structural and post-structural hermeneutic approaches. Thus, we would like to present the research, rationale and delivery strategies of a course we have developed titled "Culture of Events." In it, we combine aspects of event design and management with "reading" strategies drawn from critical and cultural theory. Historical cases and cultural movements offer a perfect platform to showcase the complexity not only of event design, but also event analysis, as every event arises out of an historical context, serves a political and cultural purpose, and is delivered to a particular audience.

For example, in one section of the course we use Russian Formalist Makhail Bakhtin's discussion of the cultural impact of carnival in "Rabelais and his World" (1984) to discuss traditional and current instantiations of the carnivalesque. In his work, Bakhtin uses the event of the renaissance carnival to show how social strategies of inversion were used to place those aspects of low cultural status in primacy over conventionally higher-order modes of thought, speech, behavior, and rank.

Thus, through this example and others, we will show how we help students to integrate the process of critical cultural analysis into event development.

Author(s): Weber, Irena (University of Primorska)

Title: KAIROS AND GENIUS LOCI. Visual analysis of tourism promotion posters of Piran.

Abstract:

As part of the yearly Golden Drum, an International Advertising Festival in Portorož, Slovenia, there is a special competition announced by the Mayor of Piran for the most creative tourism promotion poster. Invited participants in the competition must be under thirty years old and from the so called "New Europe" that includes countries from Albania to Uzbekistan. The overall theme is selected in advance. The shortlisted posters are publicly displayed on the Piran main square and the first three are presented with money awards. Some of the posters are afterwards used in tourism promotion campaigns. Using the visual analysis the paper focuses on timespace aspects of selected promotion posters by looking at how Piran is being depicted in geographical terms (Mediterranean and Central Europe), historical (Venetian Republic) and within the wider tourism imagery construction. The concepts of Kronos, the old Greek notion of the "right" time, a quality time that needs to be captured during vacation and Genius loci, the ancient "spirit" of the place are considered as part of the social modality of the image. Barthesian terms of denotation and connotation are utilised to interpret the posters as created, produced and exhibited since the exhibited posters can only be observed through the protected transparent cover which enables the reflexion of the surrounded space and the observer becoming part of the poster image thus creating layered and dynamic interaction.

Author(s): Wee, Desmond (Karlshochschule International University)

Title: Looking back at the tourist, as critical practice

Abstract:

The gaze, tourist or otherwise, has been the scope of much social research and it is only recently that we have started to ask how sensuality, materiality, positionality, embodiment and performance factor into the consideration of critical practices. It is necessary to explore not only the modalities of looking, but the 'looking back' and ways in which modern societies possess the potential to reflect back on themselves. This research explores the reproduction of cultural encounters through various lenses by incorporating photographs and photography to frame a subjective self in regards to how tourist practice is assimilated in the everyday and how this contributes to the reiteration of identity. The notion of ownership, who owns the image and more importantly, the subject of the image, needs to be reconsidered. In so doing, a reflexive self is questioned as the image is being reproduced. Who is this tourist (that we are) looking at? The inter-subjectivities of image are based on differentiated pathos in which tourism is consumed and embodied within tourism, shaping spatial and cultural registers associated with tourist places by evolving over time and emerging through tourist practice. Hence, how we deal with the inherent contradictions that govern the staging and construction of identities need to be considered in view of the ownership of experience and the cultivation of belonging. Martin Parr's photography is relevant as an analysis especially in relation to the inheritance of tourism practices and their connections with performed identities as embodied material culture. This paper provides a reflexive methodological frame in which visualities incorporated in a performed self are 'reflected' in social activity and change, culminating in a presentation that will demonstrate a fostering of a critical classroom and pedagogy.

Author(s): Weeden, Clare (University of Brighton) & Scarles, Caroline (University of Surrey)

Title: Ethical travellers: Myth or reality?

Abstract:

This paper reports on a planned research project investigating the complex factors underpinning the decision-making process and subsequent consumption choices by ethical consumers in their travel and tourism-related purchases. Using the context of the UK ethical consumer market, the objectives of this project are: to identify the factors underpinning the relative sacred nature of tourism and travel experiences that may position them as relatively immune to, and separate from, everyday ethical purchases and consumption practices; investigate the complexities of the negotiations and coping strategies performed by ethical travelers in their purchasing practices; investigate practices of reconciliation and justification ethical consumers perform as they rationalise purchasing behaviours that are inconsistent with their everyday consumption practices; and identify logistical barriers that prevent and challenge ethical consumption choices in travel and tourism, such as industry provision, available selection and travel motivations.

This paper critiques existing theoretical approaches to ethical consumption as a politicised process and negotiation of consumer identity and identifies some of the key potential contributions that may encourage and inform proactive ethical travel purchasing decisions.

Author(s): Welten, Ruud (Tilburg University)

Title: Stendhal's Gaze. Towards an Hermeneutic Approach of the Tourist

Abstract:

Is travel inherently beneficial to human character? This is one of the principle questions to the practice of tourism from a philosophical viewpoint and posed as such by Dean MacCannell. But it is also a question with a long tradition. In this paper, I aim to elaborate on MacCannell's initial understandings of Stendhal's work as a starting point for the philosophical deepening of tourism studies. MacCannell has criticized John Urry and argued for an analysis by replacing the term 'the tourist gaze' by 'tourist agency' (MacCannell, 2001, vol 1(1) 23–37, and The Ethics of sigh-seeing, 2011). MacCannell's alternative version of the gaze is based on the non-representational discourse of the tourist-subject. Based on the work of the French writer Stendhal (Mémoires d'un touriste, 1838), MacCannell argues that the tourist gaze presumes a second gaze which 'turns back onto the gazing subject an ethical responsibility for the construction of its own existence'. Although this notion makes the tourist not only a passive spectator but also an active narrator, the narration is nonetheless never a formal, 'factual' description of the things visited and experienced by the tourist. Instead of objectively representing the world, travel in this respect becomes a way of constructing the self. I aim to extend MacCannell's argument by exploring the 'tourist' texts of Stendhal, mainly the Promenades dans Rome (1829) in which Stendhal takes the role of an anti-cicerone. I aim also to illustrate that this cultural-historical approach of tourism offers valuable insights to develop a sustainable humanistic idea of tourism, largely unseen through quantitative research.

Author(s): Wong, Cora Un In (Institute for Tourism Studies, Macau) & Kuan, Weng Si (Institute for Tourism Studies, Macau)

Title: "Cultural Tourism as Salvation for Petty Capitalism: the Pedicab Drivers of the Las Vegas of the East"

Abstract:

'Petty capitalism' refers to the informal self-employment engaged in by the unskilled poor in order to earn or augment their income. In response to the unavailability of formal employment, these workers often participate in unregulated economic activities, sometimes in violation of the law. In the tourism industry, they usually work as unlicensed souvenir vendors, street food and drink hawkers, unofficial guides, prostitutes or pedicab drivers. When they engage in illegal economic activities those petty capitalistic workers are sometimes 'hunted down' by officials, sometimes left alone. The pedicab drivers of Macau belong to the category of petty capitalists whose survival depends on a very precarious income, though they operate legally. The pedicab drivers of Macau are all licensed; however, the problem of survival remains. The purpose of this paper is to document the destructive factors that have decimated the pedicab industry of Macau and how cultural tourism seems to be a positive social change agent to help its survival. The study uses qualitative methods. It is probably fair to suggest that the subject of pedicab drivers has received little attention in the literature. The small literature mostly either documents the marginal life style and poverty of the pedicab drivers as informal tourism workers, often in the third or developing world, or sees pedicab transportation as a sustainable activity in the tourist sector. This paper addresses two gaps in the literature, namely, (1) a comparative lack of empirical evidence on how tourism (here referring to cultural tourism) can be a powerful agent in the "worldmaking" (Hollinshead, 2007), of creating changes in a rich and highly developed society, and (2) a lack of documentation of the working life of pedicab drivers in a highly urbanized city. Macau today is a rich metropolitan city with a per capita GDP of nearly USD 30,000.

Author(s): Xiao, Honggen (Hong Kong Polytechnic University)

Title: THIS IS TOURISM (I): Experiential Learning through "Professor-for-a-Day"

Abstract:

This article draws on a research project which aims to look at the nurturing of a community of learning and practice in tourism and hospitality. Theoretically sensitized to notions such as praxis, learning by doing, (in)direct experiential learning, and tourism as experiential learning, this paper reports on an interpretive study on "Professor-for-a-Day", a regular practice and well-established program in a tourism school in Hong Kong.

Centering around industry executives who offer to speak in "professor-for-a-day" sessions, subject participants, process of operations, and program outcomes, this study demonstrates that "Professor-for-a-Day" is a typical tourism idea building on notions such as "strangerhood or touristhood" through a reverse typology of roles (e.g., academics versus practitioners) in a continuum of "familiarity and strangeness". Informed by in-depth interviews, participant observations and secondary sources, the analysis helps shed light on the experiential learning process felt by the voluntary speakers, tourism students, and subject facilitators alike of the "professor-for-a-day" programs that they have been engaged in. Notably academics' longing for better practices, as well as practitioners' yearning for knowledge sharing have footnoted the success of such "Professor-for-a-Day" programs, which are effective ways to nurturing communities of learning and practice in an applied field.

As future research, this typically tourism idea and practice of "Professor-for-a-Day" can be applied to the broader academy and society at large.

Author(s): Xin, Shuang; Tribe, John & Chambers, Donna (University of Surrey)

Title: Cultural Turn of Tourism Studies: The Chinese Voice

Abstract:

There is currently much debate about how knowledge of tourism can and indeed should be produced. Tourism knowledge production is criticised to rely too much on Western values which is Anglocentric and Eurocentric, with a crucial role played by the tourism's academic gatekeepers (male, first generation scholars grounded in the Western, Anglocentric traditions and located in business, geography or recreation departments) who determine the scope and direction of tourism knowledge. Although tourism, as a field of study is considered as demonstrating a notable "critical turn" in recent years with the evidence of several books and journals published in response to this trend, the situation is not really as optimistic as it seems to be. Whilst it might not be too difficult to achieve changes in terms of paradigm and methodology, the cultural and ideological turn in tourism studies lags behind. Recent research indicates that tourism knowledge production is still "Eurocentric" and dominated by researchers from the developed world while voices from the developing countries are suppressed. This study seeks to redress this issue. Findings of a historical analysis of published articles in three leading tourism journals Annals of Tourism Research (ATR), Tourism Management (TM), and Journal of Travel Research (JTR) from 2001 to 2012 indicate an overlooking of Chinese value-based voices and a positive growing trend. Two main reasons (academic Western gatekeepers and less reflexive and innovative Chinese researchers) are attributed to the phenomenon and suggestions (more open journal editors and more reflexive Chinese researchers) are proposed to improve the situation. This study contributes to the cultural turn of tourism studies by encouraging alternative ways of tourism knowledge production.

Author(s): Yang, Jingjing (University of Surrey)

Title: The development of a religious festival in tourism , Xinjiang, China

Abstract:

Based on one year's ethnographic research in Kanas's Tuva and Kazakh settlements, Xinjiang Uygur Autonomous Region, China, this study discusses the development of religoious culture and its impacts on the Tuva group by providing a comparison of a religious ceremony - Aobao Festival- held at different villages with different levels of tourism development.

It has been shown that in many indigenous communities, tourism impacts religious festivals and undermines original motives by exposing them to market forces and commercialism. Today, the indigenous Tuvas people's Aobao Festival is fulfilling multi-functional roles for different stakeholders.

During the one year's ethnographic research in the community, the first author became an 'adopted daughter' of a Tuva family. She participated in daily life, attended various festivals, including those held away from public areas and which were accessible only by horseback, and spoke Tuva and Kazakh in addition to Mandarin and English. Data were derived from observation, informal conversations, daily note taking, informal and more formal interviews among residents, outside entrepreneurs, visitors and government officials (both local and provincial). Additional reports, papers and texts were also collected.

The first author attended four Aobao Festivals held in the three villages of Kanas community with differnet levels of tourism development. Three of them, which were held in the core area of each village, are strongly influenced by tourism. The other one which was held on a remote pastureland of one village was organised and performed in a traditional way. A comparison of the four Aobao Festivals is provided to illustrate the Tuvas' adherence to the traditional core values and adjustment to their realistic demands.

Tuva people have been making efforts to maintain the 'boundary' with other ethnic groups, and to address the uniqueness of their own group. The festival's core value for the locals is the religious ritual which is not influenced by the outside forces. Therefore, it can be argued that the core value of the festival is maintained. In addition, the showing of Tuva culture and obtaining financial benefit can also be regarded as a means of continuation of today's new format of the Aobao Festival. In fact, it is not only a religious festival for the Tuvas as before, but also a stage to show their festival to outsiders.

Author(s): Yankholmes, Aaron Kofi Badu & McKercher, Bob (Hong Kong Polytechnic University)

Title: Deconstructing the multiple contested collective memories on the Slave Routes

Abstract:

Some scholars have criticized the UNESCO Slave Route Project (SRP), arguing that it fails to recognize the multiple stakeholders and different social groups connected to the Transatlantic Slave Trade (TAST). Others provide empirical evidence to suggest that approaching tourism based on this (embarrassing) past is difficult, perhaps impossible. However, few studies have examined how versions of past influence the heritagisation process. Employing Halbwachs' theory on collective memory, this study explores the lived experiences of descendants of 'slaves', descendants of enslavers and local residents in five former TAST communities in Ghana, using a mixed method strategy. The choice of mixed methods design was informed by the level of sensitivity surrounding slave ancestry and community entry protocols that conflict with roles of the researcher and the researched.

The study found conflicting emotions of sadness; grief, hatred, and guilt in the articulations of TAST memories. Further analysis indicated that collective slave memories were spatially constructed with the different social groups having different memories depending on their proximity to the TAST, level of brutality and physical/tangible heritage evidence. Interestingly, despite the mixed emotional appeals, the various social groups prefer aspects of the past forgotten. However, the value of forgetting was a non-option given their pecuniary interest in tourism. The corollary was that collective slave memories did not appear to influence support for the SRP, as conceptualized in the slavery heritage tourism literature. The study thus emphasizes the importance of considering the contextual issues that have a bearing on the formulation of emotional dissonance on the Slave Routes with its attendant unequal power relationships.

Author(s): Yoo, Hyekyung & McIntosh, Alison (University of Waikato)

Title: Intimacy and exclusion in conference travel: the accompanying persons' perspectives

Abstract:

The presence of accompanying persons, those who accompany their spouse/partner to a conference, is an unexplored phenomenon within the conference travel sector. Evidence of their social and economic benefits as a potential market for the conference industry has emerged in trade journals, whereas they have been less noticed and under-appreciated in academic research. This study aims to explore how accompanying persons make sense of their travel experience, and the meanings that they ascribe to their experience. The study is idiographic and grounded in the accompanying persons' own accounts of the experience. Based on a qualitative and interpretative study, data were collected from multiple in-depth interviews with 15 accompanying persons and 15 conference attendees, and analysed using interpretative phenomenological analysis (IPA). Three key themes emerged from the research. The first theme revealed meaningful aspects of the couple's relationship encapsulating companionship, shared memories, the giving of support, cohesion, intimacy, and togetherness. The second theme, related to feelings of inclusion and exclusion at the conference including aspects of self-sufficiency, VFR, changing roles, and perceptions of their status. The third theme revealed an alternative travel opportunity based on personal ethics, serendipity, the sense of luxury, and difference from traditional holiday travel. The study highlights the need for further critical thought on the nature of travel and relationships. Specifically, in this paper, the experience of intimacy and exclusion in the accompanied conference travel experience raises the need to further examine the embodied and lived experiences of couples travelling together and its associated meaning.

Author(s): Zhang, Jundan / Jasmine (University of Otago)

Title: "It is the place where gods live" - tourism development and environmental discourse in Shangri-la County, Southwest China

Abstract:

My paper aims to take a political ecology approach to describing and understanding the relationship between tourism development and environmental discourse in Shangri-La County in Northwest Yunnan, Southwest China. Political ecology considers 'nature' and society to be socially, culturally and politically constructed. Importantly in this paper I will treat 'nature' as one of the actors and ask what role does 'nature' play in tourism development in Shangri-La. Using a political ecology that addresses both the human and the non-human actors' roles, I present an environmental discourse where the politics of producing a new environment, changes in people's actions to cope with this new environment, and people's changing perceptions of the role of 'nature' and their identities, are all interrelated through power exercising. Tourism development in this setting is a complex social movement and phenomenon that acts as a carrier/medium; one of the drivers of the political economy, offering people opportunities to act toward 'nature' and represent their identities based on their ideas of 'nature'. Thus, tourism development is a process of making/unmaking/remaking politics and changes to the environment and to the people who live within it.