



PROGRAM & ABSTRACTS

3rd Critical Tourism Studies Conference
Connecting Academies of Hope

'Critical actions and Creative vistas'

Hotel Kolovare, Zadar, Croatia 21-24 June 2009

'The breeze at dawn has secrets to tell you.
Don't go back to sleep.
You must ask for what you really want.
Don't go back to sleep.
People are going back and forth across the doorsill
where the two worlds touch.
The door is round and open.
Don't go back to sleep'.
(JELALUDDIN RUMI)

FOREWORD

This volume contains abstracts and working papers presented at 'Connecting Academies of Hope: Critical Actions and Creative Vistas', the 3rd Critical Tourism Studies Conference organised for the third time in Croatia. From the first gathering in 2005 when we began to connect scholars from the critical school of thought in tourism studies, through 2007 and our further efforts to cohere a vision of an Academy of Hope visions, we have arrived together in 2009 for a third time. This time we are in Zadar where we want to connect those visions and hopes again and this time to connect tourism research and education to the tourism world through our thoughts, actions and vistas.

The Proceedings are organised according to three key ways of producing social change in and through tourism: critical thinking, critical action and creative vistas. This reflects the settings through which our academic and practical efforts can be exercised. The first part is 'tourism research' which includes the papers that stress the importance of critical thinking and creative vistas in tourism research inherently creating ground for critical action. The second part is 'tourism education' which maps out the moral, academic and practical role of educators in developing ethical and responsible graduates and explores the student experience. The final one, the 'tourism world' is comprised of the papers which deal with actions carried into the world of tourism. Furthermore, the 'tourism world' papers attempt to provide new understandings of the ways in which social justice and social transformation can be achieved in and through tourism.

The organizers of this years' Conference, namely Wageningen University and the Research Centre, University of Wales Institute, Cardiff and the Institute for Tourism, Zagreb approached the organisation process in a way that the conference itself becomes a form of critical and creative action. In addition to challenging the presenters at the working sessions to involve their audiences in more innovative and interactive ways than previously, the organisation of the conference itself has been more active and has engaged local NGOs and a series of student initiatives. The intention was all about inspiring and acting inspired! In doing so, we have strived to create a sustainable, creative and innovative platform for future CTS conferences that demonstrates the importance of *walking the talk*.

It is also important to mention that for this, our third CTS conference, we have the honour of collaborating with The Annals of Tourism Research in order to recognise excellence in doctoral research, awarding the best full paper by a doctoral candidate with The Annals of Tourism Research/Carole L. Green Prize.

At the end we would like to thank all those who have helped to create the conference at every single step of its way, particularly to our local organiser Slaven Reljić and his VenEvent team; our hard working assistants and often leaders in the process: Ana Raguž and Vicky Richards who have also put the conference proceedings together. We should, of course, add thanks to those who have offered to share their thoughts in the abstracts and working papers presented here and at the conference, especially our headline speakers Peter McLaren, Nathalia Jaramillo, David Botterill, Chaim Noy, Scott McCabe and Elizabeth Stokoe and our Wageningen team of students who have provided a special inspiration in the process: Hermes Arriaga, Saskia Leenders, Arjaan Pellis, Ana Raguž and Lisa Schwarzin.

Conference Co-Chairs:

Irena Ateljevic , Wageningen University, the Netherlands

Nigel Morgan, University of Wales Institute, Cardiff, UK

Annette Pritchard, University of Wales Institute, Cardiff, UK

CONFERENCE PROGRAM

tourism research – tourism education – tourism world

The working sessions of the Conference are divided within three key groups, reflecting the settings through which our academic and practical efforts can be exercised. One is 'tourism research' (**R***), the second is 'tourism education' (**E***) and the final one, 'tourism world' (**W***).

SUNDAY 21/06

17.00 – 19.30 Conference Registration

19.30 – 21.30 Welcome Cocktail and Buffet

MONDAY 22/06

08.30 – 09.30 Conference Registration

09.00 – 09.15 Welcome and opening

09.15 – 10.15 Peter McLaren Keynote Session: **/Conference plenary room/**
'Critical Pedagogy for a Post-Capitalist Future'

The speech will address recent developments in critical pedagogy, specifically its move away from the poststructuralist approach most often associated with cultural studies, toward a Marxist-humanist approach, stressing the development of a "philosophy of praxis" and "absolute negativity". It will also be discussed about the implications of critical pedagogy for the production of a "public pedagogy" and "critical committed intellectuals" advancing social justice initiatives in the larger struggle for a post-capitalist future.

10.15 – 10.30 Coffee Break

10.35 – 12.35 [Parallel sessions and workshops](#)

W*1 **/Conference plenary room/**

Innovation! Creativity, social entrepreneurship and empowerment

- Introduction: 'Women empowerment through social entrepreneurship', Irena Ateljević (Wageningen University)

- Video presentation: 'Empowering Nyamirambo Women's Center', Vlasta Jalušič (Peace Institute, Ljubljana), Jackline Murungi (Nyamirambo Women's Center, Kigali)

- 'The European Dream of Dutch Life Style Entrepreneurs in France', Esther Groenendaal (Wageningen University)

- 'An alternative vista – social entrepreneurs in tourism', Ziene Mottiar (Dublin Institute of Technology)

- 'Virtue versus Vice: Social Entrepreneurship versus Capitalism', Karla Boluk (Otago University)

E*1

/Room B/

Tourism education fluidities I

- *'Joy in journeying: positive experiences of academics teaching tourism in transcultural contexts'*, Mieke Witsel (Southern Cross University)
- *'Intercultural tourism education: creating better graduates?'*, Karin Peters (Wageningen University), Vincent Platenkamp (NHVT Breda), Ariane Portegies (NHVT Breda)
- *'The transformative potential of the international student sojourn'*, Lorraine Brown (Bournemouth University)
- *'Can Tourism Save the World? Encountering the Other through Study Abroad'*, Kellee Caton (University of Illinois Urbana-Champaign)

W2

/Room D/

Critical view of hospitality work

- *'An arts based hermeneutic and phenomenological framework for researching 'lived experience' - an example from the hospitality industry'*, Gayathri Wijesinghe (University of South Australia)
- *'Theatre in Restaurant: Can / Should the Experience be Constructed?'*, Caroline Ritchie (University of Wales Institute Cardiff), Darryl Gibbs (University of Wales Institute Cardiff)
- *'Hotel Transvaal & Molar lines as a tool to open up spaces of hospitality'*, Alexander Grit (University of Strathclyde), Paul Lynch (University of Strathclyde), Anand Mishra (Stenden University)

W3

/Room C/

Multiplicity of perspectives - tourism, culture and local voices

- *'Abu Dhabi, Tourism and the Future: experiences of educating Emirati women as future leaders in a rapidly developing tourism destination'*, Sheena Westwood (Zayed University)
- *'Exploring Cultural Tourism from a Host Communities perceptions. A case in Sardinia'*, Rita Cannas (University of Strathclyde)
- *'Sustainable Cultural Tourism Development'*, Joseph Lema (Drexel University), Jerome Agrusa (Hawaii Pacific University)
- *'Cultural shows in the opening ceremony of the 2012 London Games: British residents' perspective'*, Feng Yi Huang (Buckinghamshire New University), Eugenia Wickens (Buckinghamshire New University)

12.35 – 13.30 Lunch

13.30 – 15.30 Parallel sessions and workshops

W4

/Conference plenary room/

Spatialities, performativity and materiality of social identities

- *'Is Pride political?: Beyond Oppositional Politics in Lesbian, Gay, Bisexual and Trans Festivals'*, Kath Browne (University of Brighton)
- *'Healing 'Hidden Injuries of Class' and Creating Critical Visions: An Academy of Hope for Tourism Studies in Macao'*, Chin Ee Ong (University of Waikato)

- *'Branding Baltimore: The Symbolic Orchestration of Spectacularised Tourist Space'*, Michael L. Silk (University of Bath)
- *'Putting the Monster Back in its Cage: the uses of Culture and Creativity in the British city of Liverpool's plans for European Capital of Culture 2008'*, Mark Connolly (University of Wales Institute Cardiff)

R*1

/Room B/

Research entanglements, ethics and reflexivity

- *'Silent Voices: issues of capturing marginalised voices of tourism'*, Angie Luther (University of Wales Institute Cardiff)
- *'The challenge of critical approaches to rural tourism studies'*, Heather Mair (University of Waterloo)
- *'Broadening the Vistas of Tourism Epistemology: The Concept of Being in the World'*, Tomas Pernecky (University of Bedfordshire)
- *'Commissions and Commotions: Problematising the Ethics of a Tourism Business Practice'*, Hazel Tucker (University of Otago)

R2

/Room D/

Theoretical and conceptual considerations in tourism research I

- *'Exploring a Sociology of Volunteer Tourism: The use of critical theory and social movement theory to establish research propositions in Volunteer Tourism'*, Nancy Gard McGehee (Virginia Tech University)
- *'Rethinking the consumption of places'*, Tijana Rakić (Napier University), Donna Chambers (University of Surrey)
- *'Embodying 'Reel' Spaces of Tourism'*, Jo-Anne Lester (University of Brighton)
- *'Research critically: tourism entrepreneurship in Croatia'*, Vlatka Skokić (University of Strathclyde), Alison Morrison (University of Strathclyde), Paul Lynch (University of Strathclyde)

W5

/Room C/

Commodifying heritage and culture

- *'Identity of national heritage in function of specialised tourist offer of Croatia'*, Neven Šerić (University of Split), Jasminka Talijančić, Mate Perišić
- *'Europeanization of Cultural Tourism (the case of Istria)'*, Senka Božić (University of Zadar), Mario Vrbančić (University of Zadar), Olga Orlić (Institute for Anthropological Research, Zagreb)
- *'The levadas of Madeira: from irrigation to a global touristic product'*, Filipa Fernandes (Technical University of Lisbon)
- *'Is the holiness of Rila monastery contaminated by its mindless visitors?'*, Maya Stoyanova (New Bulgarian University)
- *'New forms of Cultural Tourism in Italy: The creativity to develop successful tourist experiences'*, Maria I. Simeon, Piera Buonincontri, Giovanni Di Trapani (Institute for Industry Service Research of Italian National Research Council, Naples)

15.30 – 16.00 Coffee

16.00 – 18.00 Parallel sessions and workshops

W 6

/Conference plenary room/

Peace and justice through the lenses of tourism

- *'Living stones and dead children: Palestine and the politics of tourism'*, Freya Higgins-Desbiolles (School of Management University of South Australia)
- *'Addressing social relationships through tourism in a post-conflict setting'*, Senija Čaušević (Queen Margaret University), Paul Lynch (University of Strathclyde)
- *'Tourism and Human Rights'*, Stroma Cole (University of the West of England)
- *'Researching social tourism for low-income groups: cost-benefit analysis vs. action research'*, Lynn Minnaert (University of Westminster)

W 7

/Room B/

Transformative travel experiences

- *'It's not the friendship it was': Relational tensions between returnees from long-term travel and their significant others'*, Naomi Pocock (University of Waikato), Alison McIntosh (University of Waikato), Cheryl Cockburn-Wooten (University of Waikato)
- *'Young New Zealanders Visiting Gallipoli: Partygoers, and Pacifism?'*, Claudia Bell (University of Auckland)
- *'Temple, Forum, Mall: Museum meanings in a liquid world'*, Lee Davidson (Victoria University of Wellington)
- *'Humanising 'contact zones' - The 'faces' and stories of cross-cultural dialogue'*, Philipp Schorch (Victoria University of Wellington)

W 8

/Room C/

Collective responses to global and regional challenges

- *'Features of Southern-Western European tourism in the context of UNWTO prognosis for 2020'*, Gabriela Stanculescu (Academy of Economic Studies Bucharest), Ionela Cristina Micu (University of Pitești)
- *'Climate change and tourism: when tourism stakeholders become climate refugees'*, Constantina Skanavis (University of the Aegean), Maria Sakellari (University of the Aegean)
- *'An examination of the marine tourism business operators in the West of Ireland'*, Carina Ginty (Galway Mayo Institute of Technology)
- *'Recognising the emergence of tourism in the United Arab Emirates (UAE)'*, Sheena Westwood (Zayed University), Diane Sedgley, (University of Wales Institute Cardiff)

R 3

/Room D/

Methodological issues in tourism research

- *'The effectiveness of a combination of quantitative and qualitative methods in tourism research'*, Takamitsu Jimura (York St John University)

- *'Methods Mutiny in Tourism Studies Research: when the informant takes over!'*, Nazia Ali (Staffordshire University)
- *'Visual Methods: Using Photographs to Capture Hosts' Favourite Space Within Their Commercial Home'*, Majella Sweeney (Queen Margaret University), Paul Lynch (University of Strathclyde)

19.30 – late City tour & free night in Zadar

TUESDAY 23/06

09.00 – 10.00 An interview with Prof. David Botterill: /Conference plenary room/
'Academia and emotional labour'

10.00 – 10.30 Coffee Break

10.30 – 12.30 [Parallel sessions and workshops](#)

R4

/Room C/

[Theoretical and conceptual considerations in tourism research II](#)

- *'The postdisciplinary imagination: et tu, Tourism?'*, Keith Hollinshead (University of Bedfordshire)
- *'Critical Indigenous Inquiry: Decolonizing Methodologies in Tourism Research'*, Christine Buzinde (The Pennsylvania State University), Jyotsna M. Kalavar (The Pennsylvania State University), Melubo Kokel (Tumaini University), Duarte Morais (The Pennsylvania State University)
- *'Destiny and Destination, Or Topos and Object In the Dialectics of Desire'*, Dimitris Agouridas (University of Pécs), Gül Bahar Cömert-Agouridas (Marmara University)
- *'A multi-paradigmatic research framework: The role of ontology and epistemology'*, Anne Zahra, (University of Waikato)

[Workshop 1](#)

/Conference plenary room/

[Ways of teaching that inspire critical consciousness and creative action](#)

Thinking about the role of inspiration and ways to inspire and get inspired by students; exchanging ideas about (innovative) teaching methods that can inspire students to explore their strengths and passions and enable them to think and act in a critical, ethical and creative way, by Saskia Leenders, Arjaan Pellis, Ana Raguž, Lisa Schwarzin and Hermes Arriaga (MSc students, Wageningen University)

W9

/Room B/

[Mobilities, resistance and socio-spatial identities](#)

- *'Holiday Home, Sweet Home from Home: A Phenomenology of the Second Home Living Experience'*, Deirdre Quinn (Dublin Institute of Technology)
- *'Worldmaking' through food tourism: Spatial, social and cultural resistance'*, Sally Everett (University of Bedfordshire)

- *'Alternative Tourism in Disadvantaged Social Spaces: Reflections on the Downtown Eastside in Vancouver, Canada and South African Townships'*, Shelley Ruth Butler (McGill Institute for the Study of Canada)
- *'Gospel festival tourism: at the cross roads between the sacred and the profane?'*, Donna Chambers (University of Surrey)
- *'Intersecting social identities: Midlife single women's holiday experiences'*, Bente Heimtun (Finnmark University College)

W10

/Room D/

Destination management issues and challenges

- *'The Semiotic Construction of a Holiday Country – the case of Croatia'*, Mislava Bertoša (University of Zagreb), Vesna Muhvić-Dimanovski (University of Zagreb), Anita Skelin Horvat (University of Zagreb)
- *'The competition between tourist attractions in Macau: the influence of the governmental tourism information center'*, Cora U. I. Wong (Institute For Tourism Studies, Macau), Bob McKercher (Hong Kong Polytechnic University)
- *'Tourist Communication versus Risk Communication: the two sides of the same coin. A case study'*, Assumpció Huertas (Universitat Rovira i Virgili), José Fernández-Cavia (Universitat Pompeu Fabra)
- *'Professional-Development Needs in Croatia's Marine Tourism Industry: Harbormasters Identify the Management Skills that Require Improvement'*, Ljudevit Pranić (University of Split), Neven Šerić (University of Split)

12.30 – 13.30 Lunch

13.30 – 15.30 Parallel sessions and workshops

Workshop 2

/Conference plenary room/

Performing and listening

- part 1** *'Performance and Discourse in Tourism: The Narratives Visitor Books Tell' and 'Epistemologies and their practices: A performance approach to ethnography in tourism'* by Chaim Noy (independent scholar)
- part 2** *"Have you been away?": Holiday talk in ordinary and institutional interaction'* by Elizabeth Stokoe (Loughborough University) and Scott McCabe (Nottingham University Business School)

E2

/Room D/

Tourism education fluidities II

- *'Creating tourism knowledge – who holds the power?'*, Emma Bettinson (University of Wales Institute Cardiff)
- *'Critical thinking in tourism programmes'*, Teresa Leopold (Liverpool John Moores University)
- *'Students preferred learning styles and the importance of curriculum content: a study of Norwegian tourism and hospitality students'*, Lisbeth Johanson (Finnmark University College), Bente Haug (Finnmark University College)

- *'Intergenerational distance in teaching and learning: Using the wset intermediate course to study language and communication barriers in intergenerational learning'*, Elspeth Dale (University of Wales Institute Cardiff)

W11

/Room C/

Product development opportunities

- *'Here, there, everywhere': The extensive influence of entrepreneurs on tourism development'*, Theresa Ryan (Dublin Institute of Technology)

- *'Tourism product development – A State-of-the-Art Literature Review'*, Mika Kylänen (University of Lapland), José-Carlos García-Rosell (University of Lapland), Teija Tekoniemi-Selkälä (Rovaniemi University of Applied Sciences), Vesa Markuksela (University of Lapland)

- *'Building Theory from Practice - Developing Tourism Products in Northern Finland'*, José-Carlos García-Rosell (University of Lapland), Mika Kylänen (University of Lapland), Teija Tekoniemi-Selkälä (Rovaniemi University of Applied Sciences), Minni Haanpää (University of Lapland)

- *'Co-creation in Event Tourism: Engaging Voluntary workers'*, Minni Haanpää (University of Lapland)

W12

/Room B/

Contested identities and the (re)creation of the 'Other'

- *'Castro, Communism, Dictatorship, Beaches, and Old Cars: American Tourists' Political Frame of Cuba's Destination Image'*, Culum Canally (Wilfrid Laurier University)

- *'Obesity and Tourism: A Critical Vision'*, Jennie Small (University of Technology, Sydney), Candice Harris (Auckland University of Technology)

- *'They're not interested in you as a person: Insights into visually impaired people's tourism experiences from South Wales, U.K.'*, Victoria Richards (University Wales Institute, Cardiff)

- *'Postcolonial Indian Travelers of the Postmodern World- Reversing the western dichotomous self/other stereotype to Indian travelers as core gazers on the Western periphery other, to be gazed upon'*, Suresh Nair (independent scholar)

15.30 – 15.45 Coffee

15.45 – 17.15 A joint seminar discussion on critical pedagogy /Conference plenary room/

with Peter McLaren and Nathalia Jaramillo :

' How and if academics can make a difference'

20.00 - ... late Gala dinner (with entertainment) and The Annals of Tourism

Research/Carole L. Green Prize award ceremony

WEDNESDAY 24/06

10.00 – 11.00 Closing Plenary

11.30 – 19.00 Optional day tour to Kornati Islands National Park

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INNOVATION! CREATIVITY, SOCIAL ENTREPRENEURSHIP AND EMPOWERMENT

'The European Dream of Dutch Life Style Entrepreneurs in France - Examples of transmodern life styles of migrated tourism entrepreneurs'

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Modernity, migration and entrepreneurship have often been researched thoroughly, but the topic of voluntary migration in relation to small scale tourism entrepreneurship is highly under researched. Especially the current shift from (post)modernity to transmodernity (Ateljevic, 2009 Luijckx, 1999 Magda, 2004), and its effect on people's mind sets with regard to mobility and entrepreneurship proves to be a fairly uncovered area of research. This paper intends to illustrate the transformation from (post)modern to transmodern life of people living in the European Union. The European Dream (Rifkin, 2004), as a counter-movement of the American Dream, shows elements of transmodernity, a sense of community and collectivity as well as a shift in consciousness (Ray & Anderson, 2000) towards the sustainability of our planet and its people. A literature study shows the interconnectedness of transmodernity, the intentions of the European Union, the European Dream and the shifts in consciousness that form a strong foundation for significant changes on every level of society. Businesses, governments, nation-states, world leaders and citizens alike are in the midst of this paradigm shift and are in need to innovate accordingly. In my humble attempt to illustrate this shift on a small scale, I chose to study the motives, drivers, changing world views and innovative mind sets of voluntary migrants within the European Union. The exact research units that are the subject of the study are migrants from The Netherlands to France who have started their own small scale life style enterprise in tourism. The aim is to identify transmodern life styles that underline a high quality of life and show a high level of consciousness with regard to sustainability issues. Social and cultural capital, rather than economic capital, form the indicators of progress. The results of the research are extracted from a study of 300 websites and blogs, 204 questionnaires addressed to Dutch entrepreneurs operating small or micro sized tourism enterprises in France with a response rate of 49,5% and 10 in- depth interviews combined with participative observation.

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'An alternative vista – social entrepreneurs in tourism'

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Social entrepreneurs utilise their entrepreneurial skills to create social change. To date research on these types of entrepreneurs is limited and concentrated in business literature. However this is an extremely important area of study for tourism. Tourism as an industry has the ability to induce not only economic but also significant social change especially to marginalised rural localities and in particular in the developing world. For this to happen, one individual or group of individuals must initiate this process. This paper seeks to develop the concept of social entrepreneurship within the tourism discourse. The key research questions posed are: what exactly is a social entrepreneur? How relevant is this for the tourism discipline? In terms of our discussions in tourism how do we differentiate our analysis of social entrepreneurs from that of the role of the community? Are there any examples of social entrepreneurs in tourism? If so what can we learn from our analysis of them? This paper critically analyzes the concept of social entrepreneurship and contributes to the debate about the complexities and ambiguity involved. Furthermore it adds to the literature by considering the relevance of this type of entrepreneurship for the tourism discipline. Empirically it presents case material of examples of tourism social entrepreneurs. In conclusion further areas for study of social entrepreneurs in tourism are identified. The recognition of the work of social entrepreneurs in creating and developing tourism destinations and products is vital. As an academic community our discussions, analysis and perspectives will be broadened and enriched by adding this concept to our lexicon.

'Virtue versus Vice: Social Entrepreneurship versus Capitalism'

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Social Entrepreneurship (SE) is an emerging theme of enquiry in contemporary business, marketing, social responsibility and ethics literature. However, a concise framework has not yet been established to effectively illustrate its influence. This paper discusses the motivation and behaviour of business owners, managers and consumers affiliated with Fair Trade Tourism South Africa (FTTSA). Additionally, it critically explores the tensions between SE, capitalism and marketing responsibility in the context of FTTSA and how this affects consumers. The study employed a Heuristic Inquiry methodology; with two phases of field work in South Africa over a ten month period. Two aims focused this exploration: 1) to seek information regarding entrepreneurial stimuli for involvement in social action, through FTTSA membership, and 2) to discover consumer perceptions of and attitudes towards their fair trade tourism experiences. It was discovered that white business operators interviewed, felt compelled to stay in South Africa in the post-apartheid era and make worthwhile contributions to their community. This was a way to give back, based on the benefits they received during apartheid. However, there are myriad of implications in the context of South Africa. Many stakeholders are sceptical of the supposed benefit of projects due to the legacy of an unjust political

system. It was discovered that upon consumer's detection of such social promises, they became cynical and questioned entrepreneur's actual commitment to social change. This paper will discuss the tensions regarding stakeholder concern for social capital and their interest in financial gain.



TOURISM EDUCATION FLUIDITIES I

'Joy in journeying: positive experiences of academics teaching tourism in transcultural contexts'

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Despite the vast increase in the numbers of international students in tourism higher education (King & Craig-Smith 2005), few studies have been conducted on the professional teaching experiences of academics teaching in transnational and multicultural contexts (Chang 2007; Ehrich 1997; Tribe 2005). The overall picture that emerges from the literature is predominately focused on the student experience, on negativity, and on prescriptive practice (Noddings 2003; Stevens 1978). This interpretive study recovers a potential positive perspective through qualitative interviews with 40 academics from two Australian universities teaching tourism in multicultural and transnational contexts. A phenomenological analysis of these interviews using mind-mapping techniques (Witsel 2006) yields a picture of the academics' own experiences of joy and benefit, found in journeying and teaching in multicultural and transnational contexts. The sense of journeying was experienced physically as well as metaphorically, and in a personal as well as a professional sense, and had positive impacts on the academics' happiness, and on the subject area as a whole. This study is part of a growing body of research on academic experiences of interculturality. In using a largely untapped source of oral histories of academic experiences, this project will contribute to future research on internationalisation of higher tourism education, travel, and happiness.

'Intercultural tourism education: creating better graduates?'

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Globalization has greatly impacted on the internationalization of higher education. Many developed countries such as the USA, the UK, Germany as well as the Netherlands are hosting large numbers of international (non-host) students. In the desire to internationalize programs of study, there is an acknowledgement that learning from many cultures and societies provides a strength which mono-cultural education does not. During the last three decades there has been a steady increase in the number of universities offering tourism programs. In this article we will discuss the opportunities of

international education in leisure and tourism studies by arguing that the intercultural context has an added value not only for the learning environment of the students. The importance of curriculum development and course design is accentuated as key elements that could profit from this same intercultural context. By including them in the areas where the international context has an added value of course, the end competences of graduates can be improved. After describing the theoretical context of intercultural education in terms of experience and classroom learning, we will describe the situation in two Dutch institutes for higher education: Wageningen University and NHTV Breda. Life histories will be used for creating a better understanding of processes of learning. By providing a deeper understanding about interactions within as well as outside the classroom we will show the mutual advantages for all those involved. Research done so far has focussed the consequences for international students mainly. We will broaden this scope by discussing not only the experiences of international students, but also the experiences of Dutch students as well as of staff members. By including their voices, a more complete image can be gained.

'The transformative potential of the international student sojourn'

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This paper will illustrate the transformative potential of the international student sojourn, and point to the similarities between the experiences of international students/education tourists and other long-stay tourists. My ethnographic study of the adjustment experiences of international students in England showed that removal from the familiar home environment gave students freedom from cultural and familial expectations and the opportunity for self-discovery, whilst exposure to a new culture offered them the chance to improve their cross-cultural communication skills. The durability of change was questioned by students who were apprehensive about re-entry to the origin culture and the receptivity of those left behind to the changes they had made. Similar research is called for into the power of tourism to effect change in tourists' self-concept and cross-cultural awareness.

'Can Tourism Save the World? Encountering the Other through Study Abroad'

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Popular wisdom valorizes travel as a vehicle for promoting crosscultural understanding and respect, but travel can also serve to reinforce essentialist modes of thinking. It is often noted that tourism contributes to the social construction of nonwestern people and cultures as exotic, primitive, sensual, servile, and dependent—depictions which buttress a broader western superiority ideology that functions to legitimate power and resource imbalances. Previous work on tourism media representations and tourists' experiences has focused predominantly on commercial or government tourism brokers and their clients. However, travel brokers exist in the nonprofit sector as well, and

some even advance overtly critical, humanitarian agendas: a prime example is the university study abroad program. This study questions whether study abroad programs differ from other types of travel that have been demonstrated to perpetuate the western imaginary. Do such programs simply serve as another forum for the essentialization of marginalized people and cultures by the West, or can they function as sites of resistance? To explore this question, the study undertakes an analysis of narratives generated through one popular American study abroad program, Semester at Sea (SAS). It considers the images in SAS's promotional materials, the program's instructional practices, photographs taken by SAS students, and students' verbal reflections on their experiences, using methods of in-depth interviewing and content, semiotic, discourse, and frame analysis. It concludes that the traditional western imaginary is both reinforced and resisted through educational tourism with SAS. The narratives identified are then analytically situated in a framework that considers the constraints under which imaginative labor is performed through SAS. The program's discursive output is contextualized within larger regulatory systems in which it operates, such as a mediascape riddled with colonialist fantasies and a neoliberal capitalist economy in which both educational institutions and tourism brokers must compete for "customers." The study thus sheds light on the interpretive dynamics at play when western students encounter the Other.



CRITICAL VIEW OF HOSPITALITY WORK

'An arts based hermeneutic and phenomenological framework for researching 'lived experience' - an example from the hospitality industry'

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For decades scholars have been arguing that diverse ways of knowing and modes of expressing insights on Tourism and Hospitality should be explored and developed. Arts based methods offer a different tool for knowing and expressing that we could use effectively in Tourism and Hospitality research. This paper suggests an arts-based expressive framework to research 'lived experiences' of industry practitioners, in the context of the hospitality industry. The framework proposed in this paper was developed during my PhD research to investigate the *lived experience of women receptionists in the hospitality industry*. My PhD study stemmed from the fact that *descriptive* and *reflexive first-person* accounts of significant personal experiences of working in the frontline of the hospitality industry in all its emotional richness and depth were relatively under explored in research. Thus, my PhD was an inquiry pursued via personal experiences of *what it is like* to engage in hospitality reception practice. This arts-based methodological framework consisted of five modes of textual representations that translated the philosophical tenets of phenomenology and interpretative-hermeneutics. The first step in the framework is a *factual description* of the socio-historical context within which the receptionists' experiences of their practice were situated, and an explication of the inquiry process used to investigate their experiences; second, *narrative portrayals*

of the receptionists' experiences are represented through phenomenology; this 'experiential' dimension is *expressed* through portrayals consisting of a variety of arts-based textual genre such as narrative, poetry and metaphor. Third, *interpretations* of the meanings receptionists make of their everyday experiences are made through hermeneutic-interpretation, fourth, *significances* of the meanings and insights towards the contribution of knowledge in the study of hospitality are explored via a literature review of the sociological discourses; fifth, implications of the significant themes are discussed in relation to ongoing concerns for hospitality practice and professional development.

This paper discusses the five steps in this expressive framework and explains the reasons for its content, style and structure. The advantage of this framework is that it generates and represents the collaborative 'experiential' knowing of participants and co-researchers, as well as my own experiential knowing as a researcher-practitioner. It offers a reflexive and collaborative stance which lends itself towards addressing practical concerns. It is expected that hospitality practitioners will be challenged to review existing practices and policies as a consequence of the increased awareness brought through experiential-research. This framework connects pedagogies across Hospitality Management, Philosophy, Education, Arts and Sociology and offers critical reflection on the study of lived experience. Although, the framework presented in this paper is contextualised in hospitality reception work, it can be applied to the study of 'lived experience' in other disciplines and industries.

'Theatre in Restaurant: Can / Should the Experience be Constructed?'

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Reference is often made to the theatre of the restaurant or of the meal experience as part of the description of a memorable meal or hospitable experience. This presentation considers how the analogy of the theatre can be applied to the food and beverage servicescape. In particular it considers the impact and interaction of staff and customers in the creation of memorable hospitable experiences. Historically much research has concentrated upon the functional, operational, scientifically rationale perspective; endeavouring to break the meal experience down into its component parts so that the physical environment and human component (staff training) can be reconstructed in the most effective format. More recently other academics have rejected this approach as being too management orientated and lacking authenticity and have started to focus upon a more customer-centric orientation which seeks to involve the customer emotionally in the creation of memorable experiences. Currently this approach is also being critically reviewed as some see it as being too production orientated. This presentation argues that all of these approaches are too simplistic. Within the food and drink servicescape sometimes we consume functionally, to sate hunger, no emotional involvement is required just professional service. At other times the meal experience is the vehicle for social and or political cultural exchange. In this context the memorable experience becomes of great significance. In order to create these memorable experiences,

however, there must be co-operation between the staff and the customers. The authors suggest that very rarely does a memorable hospitable experience occur which is solely created by the customers, even if this is their perception of the event, neither can the experience be supported by staff who lack technical skills and the confidence that gives them. Just as a good supporting actor never upstages the lead actor good service staff, those who are sufficiently technically skilled and emotionally engaged (natural hosts), can support the development of an authentic 'unscripted' memorable experience which their customers will remember and discuss for many years to come.

'Hotel Transvaal & Molar lines as a tool to open up spaces of hospitality'

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"Resistance is possible only through a creative act: Artists, filmmakers, musicians, mathematicians, philosophers, all resist" (Deleuze, 1988, p. 1).

In this article Hotel Transvaal is used as a case study to add to the discussion: 'How hospitality practices can lead to spaces of difference?' In the case of Hotel Transvaal, artists attribute 'hospitality' principles to draw attention towards massive state interventions in the so called problem Neighbourhoods. The artists invite others to experience this transformation through a stay in Hotel Transvaal. Hotel Transvaal is unlike any other hotel, since it is not fixed in one building, but includes an entire neighbourhood. A neighbourhood houses residents and Hotel Transvaal turns these residents into hosts and guests. These authors indicate how Hotel Transvaal, by playing with the organizing principles of hospitality, can facilitate difference by evoking unexpected becomings and intensities. This article is built up as follows: Firstly, the transformation process of the Transvaal neighbourhood is described, where the neighbourhood forms the context for Hotel Transvaal. Secondly, the setting of the daily operations of Hotel Transvaal is conceptualized as a space of hospitality, which can be regarded as a Deleuzian assemblage with a certain extent of organization. This conceptualization clears the road for the third part, a spotlight on the becomings and intensities which are 'produced' by the assemblage Hotel Transvaal. The last section discusses the becomings and intensities within a larger context of art, new space and cultural laboratories.

MULTIPLICITY OF PERSPECTIVES - TOURISM, CULTURE AND LOCAL VOICES***'Abu Dhabi, Tourism and the Future: experiences of educating Emirati women as future leaders in a rapidly developing tourism destination'***

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In the space of just fifty years, Abu Dhabi's transfiguration from a poor, undeveloped desert sheikhdom to an established economy with one of the worlds highest GNPs is phenomenal. However, although since the mid 1960s the emirate has benefited from enormous oil wealth, relative to its close neighbour Dubai development in Abu Dhabi has been slow, taking on new impetus in development and economic diversification post-2004. Adopting tourism as a key sector for diversification away from oil, Abu Dhabi aims to position itself as a world class cultural and business destination and attract 2.7million visitors by the end of 2012. With multi-billion dollar investment the remarkable physical infrastructure necessary to support this vision is under construction. Numerous projects are due to be completed within the next five years including world class conference facilities and amenities, eco-tourism resorts, a formula one race track and perhaps most significantly, a Cultural District on Saadiyat Island housing Guggenheim, Louvre, Maritime and National Museums and a Performing Arts Centre, designed by the top international architects. Paradoxically, very few Emiratis have any understanding or experience of tourism, and tourism education provision is in its infancy. In the 2006 census the population of Abu Dhabi was less than 1.5 million, only 20 percent of whom were Emirati. The threat of diminishing local identity and the preservation of the national character in the face of increasing multiculturalism are grave concerns that take on increased significance with the disproportionate number of expatriate workers coupled with the projected visitor numbers. There is a pressing need for Emiratis to have much greater awareness and understanding of tourism, its impacts and opportunities, and to be proactively involved in its development and management. Since August 2007 I have taught tourism at a federal university in Abu Dhabi. The university mission is to educate Emirati women to shape the future of the UAE, and it is a fascinating position to be involved with tourism education here at this time of such extraordinary and rapid tourism development. This partly autoethnographic paper combines my experiences with observations and qualitative interviews to examine the awareness, opportunities, aspirations, constraints and challenges for the first generation of Emirati women who will potentially work in, and influence, tourism in Abu Dhabi.

'Exploring Cultural Tourism from a Host Communities perceptions. A case in Sardinia'

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The relationship between hosts and guests is a crucial topic in the academic literature of tourism (Murphy, 1975) especially from a sociological and anthropological perspectives (Cohen, 1972; Collins, 1978; Smith, 1977). Many authors analyse the issues of conflict (Doxey, 1975), exchange of experience (Andereck et al, 2005), differentiations and de-differentiation of experience (Uriely, 2005), identity (Palmer, 1999) and the controversial and well-known dimension of authenticity (MacCannell, 1976; Cohen, 1979, 1988). This contribution deals with the effects of cultural and environmental tourism from a host communities perspectives using micro and macro analysis, that is to say looking at the socio-cultural impacts in tourism sector (Brunt, Courtney, 1999) and upon the development model of the socio-economical local system. Substantially, the main aim is to explore the effects of tourism in the territory as a form, or not, of added value for the habitants in terms of self consciousness about the value of local culture, awareness of the cultural and environmental heritage (the process of being aware, Goodey, 1971) and strengthening of identity. Finally, the purpose is understanding the role of tourism for the communities' vision of local development (Sharpley, Telfer, 2002). The case study area is in a rural setting in Central South Sardinia, lightly populated, troubled with demographic problems, such as emigration and population ageing. The main local strengths are in the natural environmental heritage and in the historical and cultural resources (there are archaeological sites of world-wide relevance concerning 'nuraghe'). Adopting the McCannell (1976) categories, in this area there is a clear lack of "staged authenticity", thanks to the rich presence of "real authenticity". The presence of Green ways, crossed by trains, is another interesting and specific tourist attractor. Qualitative research in field was conducted in this area, during the spring 2008, using interviews with and observations of institutional and economic stakeholders, in order to explore the significance and impacts of tourism for local communities. As a first conclusion, the host communities are very far from the first step of the Doxey' scale (1975) because tourism is considered as a small and insignificant part of the local system. Therefore, there is no perception (especially from the institutional actors) that tourism can be an important key for the local development model. Obviously, from the actors involved in tourism service, the perception of tourism is quite different and they would like to have more guests, more services and more opportunities for increasing incomes and employment. Another conclusion is that host communities show a clear lack of the self-awareness about the importance of cultural and environmental heritage. The cultural tourists are "making sense" of the territory, but the local people are far from recognizing the inestimable value of the cultural heritage. Finally, the main problem is identified in the gap of a local model of development, in the absent *vision of the future* (Sharpley, Telfer, 2002).

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'Sustainable Cultural Tourism Development'

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With an increasingly competitive tourism environment, destinations must differentiate themselves by offering a unique travel experience. Remote destinations have an opportunity in gaining access to the global community through the World Wide Web. However, while tourists seek new alternative tourism experiences, the culture and heritage of a region must be effectively promoted to reflect the authenticity of the region. While there are many stakeholder interests in promoting a tourism destination, the indigenous population has a critical role in communicating the authentic and historical ways of life that make their destination unique. With tourists seeking to experiment with unique cultural experiences through contact with the indigenous population, benefits for both parties can exist. Opportunities such as the diversification of the economic base, income generation, increased standard of living, elimination of poverty, investment in conservational projects that help to preserve the local culture and traditions can exist. However, if not properly managed undesirable consequences may also develop that can lead to a diminishing of the local culture. This study will demonstrate how tourism activities can be used to include the authentic cultural and heritage attributes that will lead to sustainable tourism management systems. Specifically, this paper examines a number of case studies that demonstrate the success of the Bottom-up Approach for sustainable tourism development and how it can be applied to promote alternative tourism and self-sufficiency. The Bottom-up Approach to tourism development empowers local citizens to become engaged in tourism activities and encourages decision making opportunities in deciding what, where, when, how, and to whom their culture will be exposed.

'Cultural shows in the opening ceremony of the 2012 London Games: British residents' perspective'

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The opening ceremony of the Olympic Games is watched by an audience of millions worldwide which makes it a good opportunity for each host city and country to promote their images and identities. London, as the host of 2012 Olympic Games, has the opportunity to regenerate the country's image and identity in order to seek new market visitors and to meet the rising demands from the existing visitors (dcm, 2007). This paper focuses on two main aspects which are interrelated: British culture and ceremonial element. The purposes of the study are to understand how British residents reflect their perceptions of British cultural values and identity on the artistic performance of the opening ceremonial presentation. 301 British residents aged over 18 years old were surveyed in January, 2009. A face-to-face structured interview questionnaire survey was adopted to carry out this study. Findings show that three of the ceremonial presentation elements: 'British culture and tradition', 'London's iconic attractions', and 'Modern Britain and Britain's history' are rated as important features by respondents. In their views, these should be used as the main themes in the opening ceremony of the 2012 London. The outcome of this research is expected to assist London Games organisation and image makers to understand local residents' perspectives in terms of the cultural performance on such a mega event. Also, the study seeks to make a significant contribution to academia by developing research interests in the implications of the opening ceremony of the Olympic Games.

 SPATIALITIES, PERFORMATIVITY AND MATERIALITY OF SOCIAL IDENTITIES

'Is Pride political?: Beyond Oppositional Politics in Lesbian, Gay, Bisexual and Trans Festivals'

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Pride and Mardi Gras events across the world attract significant amounts of tourism, including, but not limited to Lesbian, Gay, Bisexual and Trans people. In some contexts, particularly in the global north, their attraction and appeal has moved beyond their overt oppositional collective political aims and from mass protest to mass party. Such a focus fits into the contemporary understandings of festivals that are focused on economics, profit, motivations and efficiency. Exploring the commercial and community location of Pride events has implications for tourism scholars where community engagement and 'political' meaning can have economic as well as social and cultural significance. This is especially the case when what is 'sold' is in part the place of a festival in addressing discrimination, prejudice and intolerance. As a mass tourism spectacle Pride in Brighton & Hove conforms to, and manifests these trends. Pride in Brighton & Hove has moved beyond protest and

contestation of normativities, shifting its relationship with collective oppositional politics. Although ostensibly coalescing around LGBT identities, there is a lack of a coherent focus in contemporary Pride events which could be read as divergent and divisive, as well as commercially focused. Yet the absence of an overarching agenda can also enable differing manifestations and expressions of LGBT lives that are not reductively addressed or subsumed. Thus, there is an excess to the readings of Pride festivals as solely commercial ventures that no longer have 'politics'. In arguing for the power of 'becoming normal' as well as enabling a space for difference without requiring a 'cause', the paper asserts that LGBT politics continue to construct, and be produced by, Pride festivals, but in very different ways to the historical protest marches that characterised Pride events in the 1990's.

'Healing 'Hidden Injuries of Class' and Creating Critical Visions: An Academy of Hope for Tourism Studies in Macao'

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With about US\$15 billion invested in Macao's gaming industry between 2005 and 2009 for the creation of world-class casinos, theatres, theme-parks and luxury shopping malls, intense casino development had transformed Macao's urban landscape. Much is said about Macao's astonishing rate of tourist arrivals and staggering Gross Domestic Product in the last four years as a combined result of longstanding casino tourism and nascent World Heritage tourism in the 28-sq km post-colonial territory. Less is said about its 500,000 residents and workers. Changes in global economic climate and regional visa policies have resulted in a slowdown in the casino industry and have seen substantial retrenchments of casino-related workers in the latter part of 2008. In this paper, I argue that it is pertinent for tourism scholarship in Macao to shed its *bourgeois* leanings and pay more attention to the sweat, blood, toil and dignity of its *proletariats*. Such 'hidden injuries of class' (Sennett and Cobb, 1972) should be cared for more fundamentally using patient critically-informed policies rather than hasty band-aids of cash handouts and rejections of guest workers. There are of course numerous ways to do this but I will choose only two. First, drawing upon life- and work-history interviews with former shipyard workers, I examine pre-casino Macao's class experiences and relations. Second, using similar interviews with current and retrenched casino workers, I describe and interpret current experiences and exploitations. In doing so, I seek to relate the present with the past and boldly sketch a roadmap/critical vision for a possible healing of Macao's 'hidden injuries of class'. Sennett, R. and Cobb, J. (1972) *The Hidden Injuries of Class*, New York: Vintage.

'Branding Baltimore: The Symbolic Orchestration of Spectacularised Tourist Space'

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As the generative core and geographical locus of the emergent late capitalist order, Baltimore has shed its industrial exo- and endoskeleton and capitalized upon the cultural landscape of the city—those scrubbed, sanitized, commercialized, privatized, and, deregulated spaces of tourist consumption—that have become *the* marketable face of the cultural economy of neoliberal urban polity. Based on four years of ethnographic data collection, within this paper I explicate the lived, discursive (and to some degree material) repositioning of the city. Baltimore offers an interesting case given it has clearly differentiated campaigns for its external (tourist) audiences and for its internal constituents (residents). In the first instance, I contextualize the practices of city revitalization, focusing on the 'revanchist' (see Smith, 1998) capitalization of cityspace. From this juncture, I focus on those campaigns designed to attract the external, desired, visitor to the regenerated city. I then address the various strategies designed for internal audiences—residents—campaigns I argue that clearly mark the multiple narratives within Baltimore and allow us to expose the brutalizing injustices resulting from the advancement of profoundly divisive social geographies (incorporating interdependent social and spatial dimensions) within today's cityspaces (MacLeod, 2002). In this regard, through peeking under the visually seductive tapestry of neoliberal urban piquancy, I expose the brutalizing and divisive social geographies, and, the bifurcation of spaces and populations that (do not) matter (Butler, 1993; Zylinska, 2004), the "lean and mean" urban geographies resulting in aggressive place management and marketing initiatives (Smith, 1998).

'Putting the Monster Back in its Cage¹: the uses of Culture and Creativity in the British city of Liverpool's plans for European Capital of Culture 2008'

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Within its winning bid, and strategies for European Capital of Culture 2008, the British city of Liverpool marketed and branded itself as a centre of culture and creativity. This paper will argue that such a strategy is consistent with contemporary British national policy, where, increasingly, culture and creativity have been represented as a panacea for all manner of economic, social and urban problems. The paper will critique this use of culture as a surrogate economic and social policy in relation to Liverpool's *European Capital of Culture* strategy. It will illustrate how this approach, through its attempt to reconcile economic instrumentalism with a rhetorical commitment to a politics of the social, is located within a wider New Labour politics. Based on elite interviews and documentary analysis around *European Capital of Culture 2008*, the paper will argue that through a misappropriation of what has been deemed the 'anthropological' definition of culture, culture and its bedfellow, creativity, have come to colonise all areas of economic and social life. The paper will conclude that culture without parameters is usurped within a neo-liberal economic agenda, and a policy template which recasts social inequality as a personal 'cultural' deficit. While these uses of

culture may be a marketing triumph in the rebranding of the city from Liverpool to 'Livercool', there is also the real danger that they could yet prove to be a social justice disaster.

Williams, R. (1989) *What I came to say*. London: Radius.

¹ Raymond Williams (1989, pp.158-159) famously worried that the intellectual field based on his early writings would become a 'vague and baggy monster'.



RESEARCH ENTANGLEMENTS, ETHICS AND REFLEXIVITY

'Silent Voices: issues of capturing marginalised voices of tourism'

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This paper is based on my research work with individuals with high-level cervical spinal cord injury (C-SCI) who are some of the most severely physically disabled and socially-excluded citizens. Traditionally in disability research, people with disabilities have been marginalised in the research process and often represented as voiceless statistics. Their real voices have, therefore, largely remained unheard. Even in qualitative work, it is usually the researcher's voice which dominates, talking about and for the individuals with disabilities. As people with C-SCI are largely absent from tourism research, very little, if anything, is known about their lived experience of (non)holiday-taking. Following in-depth interviews and conversations with the participants, narrative was chosen as a vehicle to tell their unheard stories. However, a number of issues arose in attempting to 'give voice' to these previously silenced voices. This paper explores the challenging role of researcher/writer in reporting these individuals' experiences. It then reflects on the writing process undertaken to try to silence the researcher's voice as much as possible in the (re)writing of the narratives. Finally, it raises questions about audience(s) and interpretation.

'The challenge of critical approaches to rural tourism studies'

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The purpose of this paper is to consider the implications of being a critical tourism scholar and intervening in the communities we study. Linked to recent (and essential) discussions about ethics and the research process, I consider the ethics of intervention and of attempting to foster change. Trained in critical social research, feminist theories, geography, and radical political economy, I appreciate the value of a critical approach to tourism studies. Indeed, it has never been more important to consider the implications of tourism and travel and we must use our critical lenses to assess power and justice at every turn. There is probably no other aspect of leisure with more potential to do harm than tourism and travel. And yet, what happens when we seek to move beyond the goal of studying towards the goal of facilitating real change? The paper has three parts. First, I argue as others have argued recently (see especially Tribe, 2008; Ateljevic, Pritchard, & Morgan,

2007) that because critical tourism scholars have the tools to situate particular tourism developments within their broader social, cultural, political, economic, and ecological context, we also have the ability to affect deep and long-lasting change. Next, I reflect on a decade of working with members of communities across Canada and highlight some of the tensions and opportunities that permeate critical tourism research. As much of my work has been with small communities struggling to move from resources-based to services-based economies, I have frequently found the robustness of my critical view tempered by uncertainty and the community's need for hope and renewal. In short, I found myself asking: Knowing what I know about the impacts of tourism, what options can I offer to these communities? How can I help them make these important decisions? Building on Ateljevic, Harris, Wilson, and Collins (2005), I consider the ethical implications of intervention within critical tourism studies. The last section discusses participatory processes and anti-oppressive research as well as feminist ethics in an attempt to delineate a few core ideas for action upon which we might hang our critical hats.

Ateljevic, I., Prichard, A., & Morgan, N. (2005). *The critical turn in tourism studies*. Boston: Elsevier.

Ateljevic, I., Harris, C., Wilson, E., & Leo Collins, F. (2005), 'Getting 'entangled': Reflexivity and the 'critical turn' in tourism studies', *Tourism Recreation Research*, 30(2), 9-21.

Tribe, J. (2008). Tourism: A critical business. *Journal of Travel Research*, 46(3), 245-255.

'Broadening the Vistas of Tourism Epistemology: The Concept of Being in the World'

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The landscape of tourism studies has been marked recently by scholars calling for new approaches to tourism and greater levels of transparency, placing the emphasis on the cultural politics of research making. This composite agenda of issues has been voiced and marked broadly under the umbrella terms *The Critical Turn* and "new" tourism research. This paper argues that the emergence of critical scholarship is important for further theorizations about tourism. It seeks to challenge the reader to think beyond the traditional notion of what tourism is/does and stresses the importance of emic (culturally situated) approaches to research. It is argued that researcher's philosophical assumptions play an essential role in the process of knowledge production, in particular when it comes to one's ontological and epistemological underpinnings. By drawing on the concept of *being in the world*, it emphasizes that the everyday life cannot be separated neither from tourists nor from researchers who act as culturally situated story-tellers.

'Commissions and Comotions: Problematizing the Ethics of a Tourism Business Practice'

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This paper explores the relationships and ethics surrounding commission (otherwise referred to as kick-back) payment activities which are prevalent throughout tourism. By commission I refer to monetary payments made by one business to another or by one business to an individual, such as a

guide or tout, for bringing tourists who purchase from that business. Despite the levying of commission being a well-established and widely accepted practice across the tourism industry, little research has focused on the practice. Moreover, the few publications to date which do take a focus on this practice have generally taken a negative stance, viewing it in advance as an 'unethical' business practice (e.g. King et al 2006). In this paper I aim to address what Fennel and Malloy (2007) have identified as a dearth of ethical theory in tourism scholarship by focusing on the various players involved in the widespread tourism business practice of commission levying and by taking a nuanced view of the relationships which prompt and in turn are created through commission payment activities. Examples are given, in particular, from my previous research in Turkey. These include discussion of commission payment activities both in the package tour sector and at the level of the individual destination or resort, where commission payments can become a significant component of businesses' competition and co-operation relationships within the destination. Importantly, also, I consider some of the difficulties of writing and publishing on this topic and raise questions regarding the ethical issues and implications of conducting research into this business practice.

Fennel, D. and Malloy, D. (2007) *Codes of Ethics in Tourism: Practice, Theory and Synthesis*, Clevedon: Channel View Publications

King, B., Dwyer, L. and Prideaux, B. (2006) 'An Evaluation of Unethical Business Practices in Australia's China Inbound Tourism Market', *International Journal of Tourism Research*, 8, 127-142.



THEORETICAL AND CONCEPTUAL CONSIDERATIONS IN TOURISM RESEARCH I

'Exploring a Sociology of Volunteer Tourism: The use of critical theory and social movement theory to establish research propositions in Volunteer Tourism'

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This paper aims to explore the various theoretical perspectives that could be gleaned from sociology and applied as a framework for volunteer tourism, then concludes with a series of research propositions. Volunteer tourism (defined by Wearing (2002) as "holidays that may involve the aiding or alleviating [of] the material property of some groups in society, the restoration of certain environments, or research into aspects of society or environment") is receiving a great deal of attention, both as an industry phenomenon and as a research subject. As is often the case with emerging areas of research in tourism, a theoretical foundation has been difficult to establish. While some of the early work in volunteer tourism has utilized strong theoretical frameworks, some of the more recent work seems to lack a theoretical foundation. The primary theories to be examined in this paper include: critical theory, dependency theory, feminist theory, and social movement theory. Critical theory offers perhaps the richest ground from which to cultivate a theoretical foundation for volunteer tourism, particularly from the resident or supply-side. The inherent complexity and contradictions of volunteer tourism beg to be examined with a critical lens. Dependency theory has

potential applications toward the macro-level examination of volunteer tourism and its impact on power relations between the regions that typically provide volunteer tourists and the regions that host volunteer tourism experiences. Feminist theory may be particularly useful in exploring the ways in which men and women approach voluntouring differently as well as the power differentials between voluntourists and the voluntoured. Social movement theory offers a strong lens through which both researchers and practitioners can examine best practices in volunteer tourism that work toward maximizing positive political change. For example, the exploration of the social networks established between volunteer tourists and the voluntoured is an important area of interest in volunteer tourism.

'Rethinking the consumption of places'

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This paper seeks to further the problematisation of Urry's (1995) seminal thesis on the primacy of the visual in the consumption of places through a critical discussion of the way in which performative multi-sensory embodied experiences of places play a major role in both the construction and the consumption of places and their meanings. The paper commences with a critical overview of both existing and emerging challenges to Urry's (1995) thesis within tourism studies and while the merits of Urry's arguments are acknowledged, we contend that the concept of the consumption of places, especially in the context of visitation, is in need of more critical discussion. In other words, while Urry's thesis undoubtedly takes theoretical thinking about places, their constructed nature, and their consumption further, it fails to pay sufficient attention to two important issues which are of particular relevance within the context of tourism. First, as has been argued in the tourism literature (cf Veijola and Jokinen, 1994), Urry fails to take sufficient cognisance of the consumption and experience of places through senses other than sight. Second, it is our argument that he also fails to apprehend the phenomenon of the construction and consumption of places and their meanings at the very *point of visitation*. Drawing on different media such as text, illustrative still photography and video from a recently completed doctoral study surrounding the construction and consumption of Greekness at the Athenian Acropolis, it is our contention that, at the point of visitation, the consumption and construction of places and their meanings are simultaneous and blurred processes which occur within the context of performative multi-sensory embodied visitor experiences.

'Embodying 'Reel' Spaces of Tourism'

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This presentation introduces my current PhD research in which popular films are conceptualised as particular spatial constructs that mediate a range of ideologies and discourses which both construct and frame the places and spaces of tourism, thus feeding the tourist imagination (see Crouch et al 2005; Urry 2006). At the heart of my research lies the concept of tourism spaces: more specifically, that of cruise ship space. My primary interest is not just the corporeal, embodied experience of cruise ship space in terms of the physical act of travel, but also cruise ships as imagined spaces. The concept of film space provides useful perspectives for thinking about the embodied nature of being and connecting with the material world and the ways in which we come to understand and construct our own particular knowledge and views of the world. This presentation will focus on the concept of 'reel' spaces of tourism exploring the multi-sensory nature of film and filmic landscapes (see Horton 2003). I will illustrate how my approach to film as data moves beyond the notion of film as primarily a visual medium revealing the more tactile, performative and emotional engagement with the materiality of film and 'reel' spaces of tourism.

Crouch, D. Jackson, R. and Thompson, F. (eds) (2005) *The Media and the Tourist Imagination: Converging Cultures*, Contemporary Geographies of Leisure, Tourism and Mobility series, London, Routledge.

Horton, A (2003) *Reel Landscapes: Cinematic Environments Documented and Created*, In Robertson, I. and Richards, P. (eds) *Studying Cultural Landscapes*, London, Hodder Arnold.

Urry, J. (2006) *Preface: Places and Performances*, In Minca, C. and Oakes, T. (eds) *Travels in Paradoc*, Oxford, Rowman and Littlefield Publishers.

'Research critically: tourism entrepreneurship in Croatia'

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Dr Paul Lynch (University of Strathclyde)

A long list of established researchers has explored and contributed to the field of entrepreneurship from a multitude of disciplines, but the area still remains hotly debated. The knowledge created is mainly drawn from the perspective of developed economies and it hardly can provide an insight into the behaviour of entrepreneurs in different cultures, especially in developing and former socialist countries. Entrepreneurship development in each country directly reflects its economical, political and social structure, thus knowledge creation is context dependent. On the other hand, tourism scholars argue that the field of tourism entrepreneurship has not received the level of attention it deserves (Ioannides and Petersen, 2003; Thomas, 2004). They also stress that knowledge creation and the content of tourism studies are dependent upon a business perspective (Tribe, 2007). This perspective has failed to explain the motivation of numerous small businesses in tourism which defy models of economic rationality, that of lifestyle entrepreneurs. Since Williams et al., (1989) initially observed the concept, the majority of studies conducted within western developed economies have

confirmed the dominance of lifestyle motivation among the vast majority of small tourism enterprises. At this point it is crucial to recognize that within the tourism sector there exists a wide range of entrepreneurial cultures, from a strong profit and growth orientation through to those entrepreneurs concerned more with non-economic ones. This paper critically explores the nature of cumulated knowledge in entrepreneurship and tourism, how that reflects on our understanding of both phenomena and proposes other than traditional approaches in knowledge production by seeking more flexible forms and the explicit positioning of the researcher within the research process. Arguing that understanding of entrepreneurship can be enhanced through contextualisation of theories within a specific cultural and industry sector this paper is explicitly incorporating the dynamics of social setting. To be specific, research was undertaken within the Dalmatia region of Croatia, a former socialist country. The research challenge is to be cognisant of the danger of partial and uncritical knowledge creation through disciplinary and/or methodological, ideological bias or power.



COMMODIFYING HERITAGE AND CULTURE

'Identity of national heritage in function of specialised tourist offer of Croatia'

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Every tourist oriented country tries to increase its content on global tourist's market. Continuity of diversity tourists offer consolidation on the global market presents assumes specialized tourist's offer of every small country, such Croatia is. For such countries, it's the best way of market share protection on global market. Tourist's market is dynamic and extremely oriented to contemporary trends. Tourist tends to experience authentically offer, typical for the country that he visits. In that sense, adjustment of tourist offer to national identity (based on historic ambience in which offer is been created for) presents sustainable competition strategy. Therefore, tourists offer on the Croatian market must include eco tourism, excursion, culture tourism and adventurous tourism (specially referred to nautical tourism). Demand for ecological areas and personal safety are criterias which contributes in choosing tourist's destinations. Besides that, the trend of health care is obviously (wellness, fitness etc.). In accordance to changed needs of modern tourist, tourist offer must be diversified. It could be done by application of the specialized form of tourists offer. Referring to this, we have used the market research "what tourist thinks" in order to define the appropriate marketing frame by which Croatia will be positioned as specialized tourist's destination for a long term. The identity will be based on authentic tourist's product. Also, it would provide the credibility of the new national tourists offer. Tourist will be offered to be explorer of the historical and cultural heritage as well as the identity of the destination that he visits. Croatian national cultural heritage has all

necessary predispositions (cities, palaces, old castles, churches, museums... etc). Only specialized tourist's offer can provide growing trend in impendent period.

'Europeanization of Cultural Tourism (the case of Istria)'

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The processes of Europeanization taking place in the EU member and candidate countries imply not just the implementation of EU policy and laws, but a domestic feed-back to these processes as well. Over the last 10 years what European cultural policy makers understand by "culture" has changed in very significant ways. It is now commonly argued by many European policy makers and politicians that culture is not just a marginal activity but necessary and integral to the creation of European identity. Culture is now recognised as a drive for creating a sense of Europeaness. At the same time culture has been recognised as one of the major sectors of the European economy. Europeanization of culture is therefore one important aspect of "becoming European". The Croatian government has a strong wish to enter the EU and bearing in mind that tourism has been for decades one of the most important recourses for the Croatian economy, it is not surprising that the processes of Europeanization in Croatia are taking place in the area of culture and cultural tourism as well. This paper examines the ways in which the "Europeanization" of cultural tourism and cultural industry is taking place in the region of Istria. Since the 1990s, the leading politicians of this border region have developed strong pro-European activities. We ask: what is the link between these activities and practices of cultural tourism in Istria, as well as the link between cultural tourism and attempts by various European bureaucrats and policy makers to create supranational identity in Europe? What kind of identification is created through these practices and processes? And finally, how is consumerism related to these practices that aim to forge European culture and identity?

'The levadas of Madeira: from irrigation to a global touristic product'

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The study of a heritage element used simultaneously by local peasants in their daily irrigation practices and by tourists in gazing landscape and heritage (Crawshaw e Urry 1997; Urry 2002) is the main purpose of this work. The levadas (water canals) of Madeira Island appear as a space of territory, acting as an agglutinant source of socio-cultural values remaining in the collective imaginary. At the same time, they are a space of consumption and cultural fruition by tourists who go through to gaze natural and cultural heritage, looking for visual aspects that motivate the visit to touristic sites. The regional net of levadas, appointed to touristic consumption, is one of several proportioning elements of promotion and local development, and is inserted at a global picture

associated to culture, heritage diffusion and touristic resources. They act as a memory place because of its testimony of material expression of the social knowledge of a peasant community. In this work I try to understand the issues on the commodification of culture as a touristic product, especially the construction of places, landscapes and representations achieved by the several actors of the touristic system. The development of new tourism types, due to the progress of the touristic industry and its matureness, jointly to the consumers requirements, gives rise to new touristic products associated to cultural tourism, ecotourism and adventure tourism (Craik 1997, Santana 1997, Smith 2003, Stronza 2001), revealing of the tourists motivations and the variety of touristic experiences. If tourism is conceptualized as a global process of comodification and consumption, that involves fluxes of persons, images and cultures (Appadurai 2004, Meethan 2001), to mention tourism as a form of consumption implies to report the modes that material culture, people and places express in a objectification with purposes directed to global market. Moreover it is important to consider the visual components of tourism, since the sightseeing (MacCannell 1976) is the most important element of touristic consumption (Meethan 2001). I tried to prove the uses of this heritage element in a context of commodified (g) local culture. To achieve my goals, I'm using qualitative methods common in anthropology, namely, participant observation and qualitative interviews, along with the analysis of documents with information about the promotional discourses (texts, images, signs and narratives) with the purpose of catch the ideas that sustain the comodification and consumption of touristic spaces, among others. To the pursuit of this wok I'll start from the following question: Which is the mode of touristic products, discourses and images are maneuvered by social actors that feed the comodification and consumption of touristic spaces in the negotiation and consolidation in the global sphere.

'Is the holiness of Rila monastery contaminated by its mindless visitors?'

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Research aims: Establish the spiritual relation between a place of supreme religious significance, namely Rila Monastery located in the labyrinths of the Rila Mountains, Bulgaria, and the visitors to it. In particular, the work examines the way visitors, mindful or mindless, affect the holiness and spirit of Rila Monastery, and whether those visitors contaminate the sacredness of the place.

Approach to the current research: mixed method approach – questionnaires distributed to three groups of visitors to Rila Monastery – in situ (Bulgarians and foreigners); in Sofia, near another religious building of great importance –Alexander Nevsky Cathedral; and among Bulgarians in the UK. In addition, many purposeful interviews were conducted, including the Abbot of Rila Monastery, members of the police guarding the holy cloister, members of the Monastery staff, and parking lot assistants. All the interviewees have been working for the Monastery for more than 15 years and provided very important comments on both the visitors and the changes of the site itself.

No systematic research on visitors' characteristics, their experience and expectations of Rila Monastery, or on the uneasy marriage between the visitors and the holy cloister has even been conducted so the results obtained are to be compared with future research.

Key arguments/findings:

The key issue, focus of the current work, was to identify whether the visitors to Rila Monastery classify as mindless or mindful and having determined that to establish what is their relationship to the site. According to Moscardo's model¹ on Mindful visitors, most visitors classified as mindful and it was demonstrated that they showed, at least in the majority of cases, respectful and mindful behaviour there. Financially independent, Rila Monastery faces the challenge of enriching the souls and minds of its visitors and preserving its spirit sacred and the current work proved it has found a well-working balance.

¹ Moscardo, G. (1996) "Mindful Visitors, Heritage and Tourism", *Annals of Tourism Research* Vol 23 No 2 pp 376-399.

'New forms of Cultural Tourism in Italy: The creativity to develop successful tourist experiences'

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Italy has based its competitive advantage on its cultural heritage, recognized as one of the most important worldwide. Through the use of its artistic, cultural and landscape resources, Italy has developed a successful cultural tourism: in 2006 cultural tourism represented 28.1% of total tourism in Italy, this percentage is growing because increases the number of tourists who visit Italy for its cultural heritage. The new cultural trends show that the visitors are looking for aesthetic experiences, and are coming in Italy to:

- Increase their cultural knowledge;
- Share the ways of life of the local community;
- Explore all the local resources – both tangibles and intangibles;
- Relax and Pleasure (shows, events, spectacles, etc..).

Nowadays it is important to consider that the experiences are seen as the way to remain competitive in markets where the global competition is growing: it is possible to analyze the transition from traditional cultural tourism - *site & monument approach* - to a *tourism based on experience*, in which is fundamental the visitors self-fulfillment and development of skills. The objective of this paper is to understand how the Italian cities and territories, which have always focused on its cultural heritage, can regenerate and redesign as creative cultural spaces, using all their tangible and intangible cultural assets, and creating experiences. The paper aims to investigate the growing significance of the creativity within the field of tourism and culture, and how it can create tourist experiences, in which the visitors are also *co-producers of value*. Through the studies of the economy of experience, the work wants to examine the innovative forms of tourism, where the dimensions of the *active*

participation and *involvement* of the users assume a dominant role. The paper is composed of two parts, one theoretical and empirical. The first wants to analyze the evolution from cultural tourism to the experiential tourism and new forms of creative experiences (creative spectacles, creative spaces, creative tourism), studying the changes occurring within the sector. In particular, will be examined:

- The growing importance of creativity in the field of tourism and culture;
- The way the territories are able to create satisfying experiences for tourists;
- The strengths and weaknesses of creative forms of tourism;
- New methods to consume tourist spaces and places.

In the empirical part, the paper wants to analyze some creative systems of offer in Italy, to highlight the importance of local resources. The paper examines how these resources are made more interesting and how the local creative capital is able to create experiences hardly imitable by competitors. The Italian cases will highlight:

- The degree of participation and involvement of creative tourists;
- The importance of local resources;
- How the experiential tourism, focused on territorial identity and traditions, creates satisfaction in the users;
- The level of interaction between tourists and residents (holders of distinctive skills and abilities).



PEACE AND JUSTICE THROUGH THE LENSES OF TOURISM

'Living stones and dead children: Palestine and the politics of tourism'

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The politics of tourism has been studied in the tourism discipline for a number of decades. While it is widely acknowledged that tourism deteriorates in the face of hostile and violent political events (riots, coups, crime, terrorism and war), it is also evident that tourism is used as a tool in a variety of political struggles. This paper explores the understandings of the politics of tourism that can be derived from the experiences of Palestine. Since the war of 1948, Palestinians have struggled to overturn a situation of dispossession, marginalisation and exile which ensued from the creation of the state of Israel. Tourism has come to play a surprising role in the political struggle of Palestinians. This paper explores two contrasting cases in order to investigate how tourism is used as a tool to achieve political ends. Firstly, the Alternative Tourism Group of Palestine has worked to alert Christian pilgrims about the social, political and religious realities of the 'Holy Land' through a code of conduct in an effort to counterbalance the interpretation provided by an Israeli-dominated tourist trade. This can be usefully contrasted with a small niche of solidarity tourists joining the International Solidarity Movement, which provides an example of volunteer tourism for justice. These contrasting examples demonstrate the range of activities Palestinians and their supporters are taking to harness tourism for the political agenda of securing justice and peace for the Palestinian people. However, another perspective has been added to this academic analysis as a result of the recent Israeli invasion

of Gaza and the reality of hundreds of dead Palestinian civilians, many of them children. This paper will therefore move away from the analysis of tourism as a political tool to a wider focus on tourism within a context of human rights and justice. It argues that the parameters of the politics of tourism must be expanded beyond viewing tourism as a casualty of conflict or a tool to achieve political ends; it should be viewed as essentially a justice issue, with truly sustainable tourism attainable only when equity and justice prevail in the 'host' community and beyond.

'Addressing social relationships through tourism in a post-conflict setting'

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Studying tourism in the aftermath of political conflict has always been an important part of tourism research scholarship. Through the tourism lens, the study described here addresses the issues of social injustice and inequality, which are the consequence of a war and post-war legislation and regulation. The fieldwork took place in Bosnia and Herzegovina. The data was collected employing semi-structured interviews with tour guides and tourism decision makers, as well as overt participant observations of the tours occurring in politically contested sites. The data was analysed through the adoption of a critical perspective, which creates an emancipatory knowledge (Habermas 1978), giving voice to those themes and issues usually overlooked and marginalised through the mainstream perspectives. Besides using a critical approach, the research adopted Hegelian dialecticism, and reflexivity as tools to analyse the data, and which feed into a critical scholarship. The study finds that tourism is perceived as an alternative approach to social and political reconciliation which is happening within the post-conflict settings. This study places tourism under a larger political agenda identifying it as a part of a strategy which transforms places, cultures and societies through social reconciliation and urban regeneration following the political conflict. It reveals the issues and challenges which influence this process, among which the most powerful characteristic appears to be an issue of social and personal catharsis. The study argues that the dominant tourism discourse, i.e. objective ontology and realist epistemology, creates technical knowledge only, and applied to post-conflict tourism development, it cannot grasp the real meaning that tourism brings to a particular society. Consequently this paper argues for a change in approach to tourism research. The study suggests a subjective/relativist ontology would lead to better understanding of the tourism phenomenon and emancipation of the less heard perspectives.

Habermas, J. (1978) *Knowledge and Human Interests* (2nd ed), London Heinemann original work, Erkenntnis und Interesse, 1968

'Tourism and Human Rights

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The tourism literature suggests that tourism can bring economic development as well as contribute to the mutual understanding and respect between peoples and societies. Tourism is also considered to stimulate small-scale and micro-enterprises empowering previously disadvantaged members of communities, and helping to alleviate poverty. Tourism it would seem has the potential to bring dignity and alleviate poverty and therefore make a positive contribution to the human rights of destination communities, freeing them from poverty, by providing work, well-being and opportunities to enhance cultural heritage. However, the majority of international tourism is controlled by multinational enterprises, powerful economic actors that wield significant political influence in developing countries. The ownership, control and therefore benefits of so much tourism accrue mainly to the rich industrialised nations and the privileged minority of state officials in destination communities. The rights of local people take second place to the needs and expectations of foreign tourists and the profits of the TNCs. Rather than alleviating the poverty tourism can exacerbate existing unequal, exploitative relationships and the poorest members of communities often feel the burdens hardest, frequently at the expense of their human rights. Following an identification of what is understood as "Human Rights" this paper examines some of the worst human rights abuses associated with tourism. Using a variety of international case studies it examines how, due to tourism, communities are denied the right to their property; how tourism affects access to water resulting in obstacles to rights to health and even life; how tourism interferes with cultural, religious and privacy rights and how employment practices in tourism can violate rights to liberty and security, freedom from harassment, abuse and slavery, freedom of association, and rights to collective bargaining. The paper then explores a consequence of tourism so frequently being taught in business or management schools. Rather than being understood as a system, tourism is seen as an industry. Profit is the motive that drives business and the "client is king". Thus the rights of tourists to travel are considered more important than destination communities' rights, and human rights issues do not form part of the tourism curriculum. The final part of the paper shows how the industry is in fact ahead of academics on this issue. Concerned with public scrutiny and realising that some tourists are increasingly concerned with environmental and social considerations and will reward companies that can show their environmental and social conscious; the industry is beginning to appreciate human rights as part of corporate responsibility. The paper ends with the business case for tourism companies to take human rights issues seriously and for academics in tourism to engage with human rights issues.

'Researching social tourism for low-income groups: cost-benefit analysis vs. action research'

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Social tourism for low-income groups encompasses a variety of different initiatives, commercial and non-commercial, governmental and private, that aim to offer holiday experiences to a group in society that would not otherwise have them. In many countries in mainland Europe, social tourism is part of social policy, and the European Economic and Social Committee links it to a set of benefits, which include improvement of well-being, personal development of the beneficiaries and the host community, European citizenship, improved health and increased employment opportunities (EESC 2006). In this sense, social tourism can be seen as a "social force", not an "industry" (Higgins-Desbiolles 2004): through the associated benefits, tourism can contribute to social change. Social tourism therefore sends a message of hope, and does not promote "the fear of one or more impacts of tourism", as is often the case in tourism studies (Franklin in Ateljevic *et al* 2004). The proposed conference paper would report on 2 studies I have carried out in this field over the past 5 years. The first study was executed in the UK, based on a realist methodology, and aimed to analyse the benefits social tourism could bring to society compared to the costs it involves. When reflecting on this method, it becomes clear that it applies concepts from the systems world to the life world (in line with Habermas' categorisation). Cost-benefit analyses of social interventions are contested and the outcomes are often unsatisfactory. This approach was nevertheless adopted in line with the "individualized" ethical foundation of most Anglo-Saxon societies: this means society is viewed as a collection of individuals who should all be respected, and their autonomy should not be breached unless society as a whole benefits. One group should thus not be given benefits if this does not also bring benefits to the rest of society, and it is not the *a priori* duty of the stronger strata to support the weaker. (Minnaert *et al* 2006). The second study was executed in Flanders, Belgium, a region with a strong social tourism tradition. Here action research was carried out via a series of focus groups with providers of social tourism in the social sector (social services, charities, voluntary organizations etc). In this study, the explicit aim was societal change: the dissemination of information to a key group in provision on the one hand, and an increased influence on policy makers on the other hand. Values and moral issues were more strongly presented in this study. The proposed paper suggests that this approach was more in line with the dominating ideology here, seeing that Flanders can be classified as having a "socialized" ethical foundation. This means society is viewed as a combination of actors, and each of these actors is influenced by the others in his place in society. To make the community move forward, the stronger strata have the *a priori* duty to help the weaker. Social tourism provision in Flanders is often linked to Christian and Marxist ideologies; and even though these are almost diagonally opposite in nature, both ideologies do have an *a priori* dedication to the weaker strata in society (albeit on a very different moral basis) (Minnaert *et al* 2006). The paper proposes to conclude with the outcomes of both studies: awareness building in the UK, influencing policy and changing society in Flanders. It will also ask the question if more traditional approaches can be excluded when the researcher is faced with a strong ideology that opposes the proposed societal change – can tourism studies be expected to change ideologies, to cause

“revolutions”? Or should the researcher be pragmatic and try to influence that society in a language that is more in line with the underlying ideology?



TRANSFORMATIVE TRAVEL EXPERIENCES

‘It’s not the friendship it was’’: Relational tensions between returnees from long-term travel and their significant others’

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This paper provides a critical commentary focusing on relational tensions between returnees, who had been back for six to nine months, and their significant others, as identified by the returnee. Congruent with other literature on the effects of long-term travel, returnees reported personal developmental changes through their travel experience and an unexpected traumatic period of return. The key finding discussed here is that many significant others failed to recognise these changes and the distressing period of return, and instead expected the returnee to remain the same as before they left. It was perceived by returnees that these expectations exemplify a disinterest by significant others in their travel and return experiences. Findings of the study show this incongruence between the returnee and significant others led to misunderstandings, as a discrepancy in values, life experiences and worldviews of returnees and their significant others became evident. ‘Distancing behaviour’ between individuals resulted in some cases where worldviews could not be reconciled. As such, this paper argues that personal relationships must potentially be renegotiated on return from long-term travel. As such the paper argues that a more diverse perspective of travel and return is required; one that views the tourist across dynamic and interconnected social identity constructions, rather than as a mutually exclusive entity.

‘Young New Zealanders Visiting Gallipoli: Partygoers, and Pacifism?’

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The World War One battle sites at Gallipoli, Northern Turkey have become a ‘must see’ destination for New Zealand travelers. Many of the tourists are young people performing the traditional ‘OE’: the ritual ‘overseas experience,’ exploring a world distant from physically isolated New Zealand. Gallipoli is acknowledged as *the* significant moment in nationalistic consciousness-raising for a (then) young country, the ANZAC* legend powerful in everyday cultural knowledge. At Gallipoli, Antipodean tourists experience sacred ground in a largely secular world. Visitors enact a continuum of both

family and national history grounded in British Imperial events, but in an unfamiliar Islamic setting. This is also a site to enjoy with thousands of other young Antipodeans. Media coverage of 'disrespectful' boozy parties is juxtaposed with images of camping in the cold to catch the Dawn Service, and respectfully honoring the thousands of dead soldiers. My research draws from blog sites of young tourists. It explores their emotional and spiritual responses to Gallipoli:

- How do they contextualize those momentous events with their own lives, as a generation never directly involved in war?
- Are they ensnared by official jingo-ism or soft patriotism, rather than independent critics of those historic events?
- Is the pilgrimage to Gallipoli a retreat into a conservative early version of New Zealand, as young people reiterate the received values of their parents and grandparents?

My main focus, however, is on spontaneous expressions of Pacifism as a result of these visits. Is Gallipoli an illustration of Dark Tourism delivering a meaningful vehicle for peace?

Research Aims:

(1) to explore the expression of emotional and spiritual responses to this specific 'dark tourism' war site, Gallipoli

(2) in particular, to investigate co-relations between the touristic experience and the expression of pacifist sentiments.

Approach:

I visited this site some years ago, and have since collected published material –academic and popular media – that discusses tourism at this site. I have also read diaries of soldiers who fought at Gallipoli. (One of those diaries was the basis for my keynote address at the NZ Studies Conference, Florence, in June 2008). I am now extending this work to an analysis of young New Zealand and Australian travelers responses to the site, especially commentaries on 'learning from war,' and Pacifism.

The key argument is that for a generation to whom events at Gallipoli are part of the national myths and legends, actually going there, especially on ANZAC day, produces emotional responses that surprise themselves. Blogs collected to date show that the site visit is intensely moving. Many of the tourists acknowledge that the visit has made them think about the impact of war, not just as a vague abstraction, or as a series of political events, but for its impacts on ordinary individuals, young soldiers, their fellow nationals. The broader argument then addresses Dark Tourism as a venue for informal Peace Studies.

**Australian and New Zealand Army Corps. ANZAC Day, April 25th, is a national day of commemoration in both New Zealand and Australia.*

'Temple, Forum, Mall: Museum meanings in a liquid world'

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The assimilation of museums into leisure markets as tourist attractions and key resources in economic development has led to much debate about their role and social value. Concerns have been raised that the new emphasis on 'pleasure management' in order to attract tourists is made at

the expense of more profound experiences: that the museum as temple or forum has given way to the museum as mall or theme park. But how do visitors themselves engage with museums as sites of leisure? This paper draws on visitor research at Te Papa Tongarewa – the Museum of New Zealand, to explore the meaning of museum experiences from the perspective of visitors themselves. It considers this research in relation to critiques about the impact of late or ‘liquid’ modernity on leisure experiences, in particular consumerism and the fragmentation of time and identity. As museums struggle to remain viable amongst increasing competition from an array of visitor attractions, it has been suggested that they define their distinctiveness in terms of authenticity, meaning and belonging. However, most current visitor research aims to substantiate the beneficial outcomes of museums visits in terms of instrumental and quantifiable criteria. This paper argues for the need to apply narrative methodologies in order to better understand the layers of meaning contained in museum experiences. The analysis of these experiences must also be set within an interdisciplinary theoretical framework which considers the need for coherent meaning and stable identities, their pertinence under current social conditions and the historical forces that hinder their easy construction. This new agenda for visitor research will help to move debate beyond the temple/forum/mall constructs towards a new language which can articulate the ways in which museums make a difference in people’s lives and contribute to social and cultural life in a liquid world.

‘Humanising ‘contact zones’ - The ‘faces’ and stories of cross-cultural dialogue’

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We live in a radically ‘cosmopolitanised’ world, facing a plethora of mostly unwanted or unforeseen cross-cultural encounters as side effects of global trade and global threats (Beck, 2006). The potentially positive role of both cultural tourism and museums in this context has been widely recognised and theorised. But what does cross-cultural dialogue *mean* for the person experiencing it, and how is it negotiated within time and space? Drawing on a long-term narrative study of global visitors to the Museum of New Zealand Te Papa Tongarewa (Te Papa), I explore cross-cultural meanings empirically through a hermeneutic interpretation embedded in Beck’s ‘cosmopolitan critical theory’. The evidence presented in this research suggests that the individual is the point of departure from which cross-cultural dialogue is humanised by giving it ‘faces’ and stories. I argue that the impact of any travel experience is best understood via the meanings tourists make and negotiate in the long-term.



COLLECTIVE RESPONSES TO GLOBAL AND REGIONAL CHALLENGES

'Features of Southern-Western European tourism in the context of UNWTO prognosis for 2020'

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Europe will remain the most visited touristic destination in the world with a total of 717 million tourists in 2020. The foreseen increase rate is 3.1% per year. This is one point lower the world average, leading to a loss of market quota of Europe from almost 60% in 1995 to 46.5% in 2020. This paper presents the features of S-W European tourism in 2020. The paper analyses the European touristic level according to the tourist arrivals in the Southern and Western Europe, as well as to the money collections. It has been foreseen that the number of tourist international arrivals will increase reaching to almost 1.6 billion in 2020 (25 times more comparing to the value registered at the end of 1990). Collections from international tourism are to reach 2,000 billion USD until 2020. The European industry of tourism will face a raising competition both inside and outside the region. Many factors will contribute to this situation (financial and economic competition, political factors, social and demographic changes, technological innovations etc.). Also, there are other factors that will have an influence on the tourism in Europe for the next decades. The introduction of EURO, for example, as common currency for more European countries will lead to the increase of the number of travelers within the European continent. Deregulation in air transportation already determined an important influx of new air lines, many of them low-cost (reduced cost) leading to the decrease of tariffs for pan-European courses and to the increase of number of travelers for pleasure. In 2007, there were registered 484 million tourist arrivals in Europe and for 2020 there is foreseen an increase in their number up to 717 million. The sub region Western Europe is the most visited region in Europe, with 117 million visitors in 1995 and 154.8 million in 2007. However, the increase rate for the Western Europe will be the lowest in the next analyzed period, i.e. 1.9% per year. As a result, the Western Europe will lose its market quota compared to the other sub regions in Europe. In 2020, France will remain the first destination of Europe with over 100 million tourist arrivals. The next 5 European destinations in 2020 will be Spain, Great Britain, Italy, the Russian Federation and the Czech Republic, each registering between 40 and 75 million tourist arrivals. The highest increase rates for 1995-2020 are foreseen for Croatia (8.4% per year as average), the Russian Federation (6.8% per year), Slovenia (6.0% per year), Turkey (5.5% per year), Bulgaria and Romania (both with 4.6% per year). In 2007, they registered 176.2 million tourist arrivals in Southern Europe, a 7% increase comparing to 2006. Until the end of 2020, the arrivals from western and Southern Europe will be lower, with increase rates lower than the European average. The empirical results of the research will demonstrate the evolutions and tendencies of S-W European tourism. In case the dynamics of the European tourism will remain the same in the future, as the experts of OMT/UNWTO anticipate, it is necessary for stimulation measures to be adopted, as well as measures of supporting the tourism industry. Thus, at the level of European Union, a series of intervention measures were taken in certain domains of

tourism industry. The main domains where the EU supports the tourism financially are connected to the quality of services, the sustainable development and the ecological tourism, the competition of tourist destinations, the marketing of tourist products and the cultural patrimony.

'Climate change and tourism: when tourism stakeholders become climate refugees'

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Although the tourism sector is highly influenced by climate, our understanding of how climate variability affects the sector and its potential vulnerability to climate change remains limited. Climate change plays an obvious role in tourist destination choice. The “amenity of climate” is recognised as one of the major determinants of tourism flows. The Mediterranean in particular benefits from this determinant, being close to the main holidaymakers of Europe’s wealthy, but cool and rainy, Northwest. Tropical islands are another example, where in the recipe of a dream holiday their “perfect” climate is a fundamental ingredient. Climate change would alter that, as the currently popular holiday destinations may become too hot, and destinations that are currently too cool would see a surge in their popularity. Low ski resorts and winter tourism may be particularly vulnerable. Also, climate change is likely to become the most significant cause of population displacement within the next years. Environmental refugees are people who can no longer gain a secure livelihood in their homelands because of drought, soil erosion, desertification, deforestation and other environmental problems, together with the associated problems of population pressures and poverty. Long-term regional climate change is closely linked to conflict in Darfur, where more than 200,000 people are estimated to have been killed and at least 2 million displaced from their homes since fighting broke out in 2003. In addition, there are limits to host countries' capacity to take in outsiders and as a result, in the wake of perceived threats to social cohesion and national identity, refugees can become an excuse for political disorder. Sustainability represents a sound way to deal with climate change and the environmental refugee issue. Sustainable development is a policy option with the aim of reducing the motivation to migrate by ensuring an acceptable livelihood in established homelands. Also, the theory of sustainable tourism emphasizes the critical importance of environmental stewardship. Environmental Communication should play a more active role in order to encourage visitors and local population to alter their inappropriate behavior and to assist the management of environmentally sound tourism development. This paper will examine the disastrous effects that tourism faces from negative publicity when beautiful areas of the world due to climate change suffer and the end result is environmental refugees. This paper suggests that Environmental Communication applies particularly to fragile tourist destinations to ensure understanding of sustainability among the potential environmental refugees: local decision-makers, tourism stakeholders and host population.

'An examination of the marine tourism business operators in the West of Ireland'

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This paper examines the marine tourism business operators in the West of Ireland. The findings presented in this paper form part of a PhD study titled 'An Examination of the Marine Tourism Sector in the West of Ireland: Capabilities, Performance and Contribution to the Regional Economy'. The main findings in this paper include marine tourism products available in the West region, operators marketing management techniques, customer profiles, financial performance and the business challenges.

Background to PhD Research Study

The primary aim of the research study is to examine the marine tourism business sector in the West of Ireland and assess its contribution to the regional economy. According to the Irish Regions Office (www.iro.ie), the West Region of Ireland comprises the counties of Galway, Mayo and Roscommon. The thesis examines the marine tourism sector, firstly from a global perspective, then a national view, followed by a regional examination. It explores three main themes including the product, the person and related policy. The product theme includes the marine tourism product capabilities, and marine tourism business performance and challenges. The person theme includes marine tourist motivations, characteristics, participation levels and a visitor profile. The policy theme includes marine tourism development agents, strategic plan assessments, and funding of the marine tourism sector.

'Recognising the emergence of tourism in the United Arab Emirates (UAE)'

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Pritchard and Morgan (2007) draw attention to the fact that despite tourism's growth as an academic subject over the last 40 years, there is still an absence of a global research culture and an absence of many world regions within tourism research. Hence their argument for 'academic decolonization' and research which begins to reflect the global diversity of the tourism industry, in their words, "There remains a crucial challenge to develop conceptualizations of tourism that encompass multiple worldviews and cultural differences and research praxis that recognizes and reflects the plurality of all positions, practices and insights." (Pritchard and Morgan 2007:11). With this in mind this paper aims to provide an insight into the recent and phenomenally rapid development of tourism within the United Arab Emirates (UAE) which to date has received scant attention from the tourism research community. Formally established on 2 December 1971, the UAE is a relatively new nation which has traditionally been dependent on oil wealth. More recently however concerns over declining oil supplies have led the region to place an increasing strategic focus on economic diversification into

non-oil income sources. This includes an unprecedented investment in tourism development in almost every Emirate. Current projections estimate that, during the next four to five years, over US\$100 billion will be invested in tourism infrastructure projects in the UAE (uaeinteract.com). Abu Dhabi's infrastructure plans will see the number of hotel rooms alone increase from 9,000 to 25,000 by 2015 (Ellis 2008). Despite the phenomenal and unprecedented growth rate of tourism, the UAE remains almost invisible in tourism research. An examination of the subject matter of articles in *Tourism Management* and the *Annals of Tourism* since 2006, reveals not one article on tourism development within the UAE. This dearth of research on the region is surprising when one considers that the scale of development amounts to the World's largest and most ambitious programme of tourism infrastructural development to date. The unique ambition, scope and timescale of many of the tourism projects within the region render existing models and knowledge on tourism development and management inadequate. The country's multifaceted social and cultural characteristics also make the region's tourism industry unique and worthy of academic study. This paper therefore aims to provide an exploratory insight into the nature and scale of tourism development within the UAE, highlighting some of the unique features and challenges associated with this development. In doing so, the paper argues for new models of tourism development which can accommodate and recognise the scale and characteristics of the UAE example. Finally the paper identifies the range of opportunities for tourism research within the UAE whilst at the same time highlighting some of the challenges facing researchers wishing to undertake research on the region.

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www.uaeinteract.com



METHODOLOGICAL ISSUES IN TOURISM RESEARCH

'The effectiveness of a combination of quantitative and qualitative methods in tourism research'

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This paper aims to examine how effectively a combination of quantitative and qualitative methods works in tourism research through the author's PhD research. The research investigated the impact of World Heritage designation on local communities. The data needed to be collected from the specialists in local tourism and/or heritage issues as well as local people to obtain comprehensive views of the whole communities on the changes in the communities after the designation. Some useful insights emerged through the literature review. As Pearce et al. (1996) state, most previous tourism studies adopt questionnaire surveys and ask questionnaire respondents to rate in some way a list of tourism impacts and very few studies develop this list from respondents themselves or give their respondents an opportunity to add to or comment on these lists. This situation means that tourism researchers have a very limited view of the nature and content of a host community's

perception of tourism (ibid). In light of their assertion, the researcher decided to use a qualitative data collection method as well as a quantitative data collection method. Within the limitation of labour, time and budget, the best feasible methods were explored. Interviews with local people were abandoned as generally they are reluctant to spend a long time for such research and interviews are not suitable to collect the data from a large number of people to examine the overall views of the whole communities. Consequently, the questionnaire including two open-ended questions was used for the questionnaire survey to local people to collect mainly quantitative data and some qualitative data. The semi-structured interviews with the specialists were conducted to obtain mainly qualitative data. In conclusion, this combination worked well and the researcher could successfully achieve the aim of the research.

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'Methods Mutiny in Tourism Studies Research: when the informant takes over!'

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The purpose of this paper is to contribute to the discussion on creative vistas and critical visions by examining the emergence of methods mutiny in Tourism Studies research. This paper draws upon interpretive ethnographic fieldwork with the Pakistani diaspora in Luton (England, United Kingdom), which investigated the interrelationship between tourism and ethnic identity, to explain the unforeseen methods mutiny that the researcher (the author of this paper) encountered. This paper aims to highlight the impact of methods mutiny on the fieldworker's position and also the challenge to 'Western' oriented methods, through methodological disputes, by research populations considered as marginal. During the early stages of the study the researcher strived to endorse her choice of methods (i.e. casual conversations, semi-structured interviews and focus groups), which she identified as those being 'best' suited to researching the Pakistani community. However, the participants did not respond positively to the use of focus groups during the data collection process. Consequently, researcher-informant relationships were challenged because the participants refused to participate in focus groups unless an alternative method was considered. Thus, the research process in view of method selection was directed and controlled by the informant, rather than the researcher — or a situation 'when the informant takes over'! The reflexive interpretation gained illustrates the subordinate and marginal moments the researcher encountered in the collection of data, as she was no longer 'in-charge' of the research process. Methods mutiny, therefore, contributed to decolonising the research process because the authority of the researcher was undermined and 'Western' hegemonic data collection techniques were being challenged by people and populations perceived as the 'Other'. In reflection, this defiance and resistance from the informants has been noted by the author as a welcoming contribution to creatively and critically inspecting Tourism Studies research vistas. In doing so, we can work towards building academies of hope, not just for ourselves (as researcher), but for the (postcolonial) individuals and groups we research.

'Visual Methods: Using Photographs to Capture Hosts' Favourite Space Within Their Commercial Home'

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Hospitality research has given rise to the concept of the commercial home which recognises hybrid space for public as well as private purposes, and is therefore particularly complex. This paper offers a critical analysis of people-place-space relationships through exploration of commercial home owners and their favourite place within the home. The commercial home challenges traditional conceptions of public/private space largely because of its contested and fluid usage. Research methods draw upon interviews, observations and photographs taken of commercial home hosts in areas of their home they have identified as their favourite place. The study highlights the importance of suitable research methods, focusing on moving away from the limitations of conventional methods. The aim of this paper is to elaborate the use of photo-elicitation as a method of data collection as well as a method of analysis. By using a study where photographs were used in in-depth interviews, analysis is illustrated through the hosts narratives and experiences. Concepts of space, time, and place attachment are identified and discussed.



THEORETICAL AND CONCEPTUAL CONSIDERATIONS IN TOURISM RESEARCH II

'The postdisciplinary imagination: et tu, Tourism?'

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This presentation questions whether those who work in tourism and in Tourism Studies are decently tuned into to the contemporary dialectics of emancipation which compose the changing contours of being and becoming around the world. It develops the view that an *international* field like Tourism Studies should have a high proportion of researchers defamiliarising themselves with hard domain boundaries and closed disciplinary (and even closed interdisciplinary) systems of analysis. It argues that within a panoramic domain like Tourism Studies --- which has to admit manifold competing social / cultural / institutional notions of 'place-construction' and 'space-construction' in every corner of the world --- neither domain purity nor disciplinary / interdisciplinary purity will axiomatically 'get things done' to reliably secure interpretations and communicate findings to *the myriad of interested / involved audiences* which are now turning to 'tourism' to be not only seen but heard. Thus, this presented case (for more commonplace *postdisciplinary research* in Tourism Studies) seeks to describe more permeable ways of designing research studies which --- rather than uphold universal

laws and generalised cultural values --- endeavour to respond differentially to the new sorts of inculcations of being and becoming which are arising on every continent. It will critically assess the agency and authority of tourism / Tourism Studies on these shifting grounds of knowledge and aspiration upon which newly emancipated peoples think and hope. In explicating such *postdisciplinary knowledge*, this presentation suggests that much work in Tourism Studies research will increasingly take place in complex 'contested realms'. To Thomas --- an Australian ethnographer of the reach and agency of travel / tourism --- this imperative (for anti-canonical work and for new dialectical- fluidities in epistemological / ontological approach) comprises the need for *exhilarative trespass*.

'Critical Indigenous Inquiry: Decolonizing Methodologies in Tourism Research'

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Scholars have long critiqued the use of Western methodologies within indigenous contexts (Smith 1999). However, contemporary discussions on the matter have evolved and encompass accounts that expound upon the importance of how and why to engage in indigenous research by adopting indigenous/decolonizing methodologies (Denzin and Lincoln 2008). Such discussions are premised on the understanding that a) there exists no dichotomy between indigenous knowledge and scientific knowledge; b) indigenous methodologies award indigenous people autonomy and empower them to contribute to the development of research agendas that address their collective needs; and, c) the researcher has to challenge his/her role as the sole knower and thinker and aims to develop an ethical, mutually beneficial and culturally sensitive relationship with participants (Denzin and Lincoln 2008; Smith 1999). Hence, in an era wherein postcolonial theory and issues of reflexivity have gained acceptance within the academy, indigenous methodologies, firstly, offer an opportunity to question the blanket use of Western methodologies within indigenous contexts and secondly, facilitate the augmentation of literature on indigenous ways of knowing. This approach to conducting research is certainly not novel within social sciences however its adoption within tourism studies has been relatively scarce. Given that tourism draws on indigenous contexts, be it culturally, environmentally, economically and otherwise (Butler and Hinch 2007), scholars ought to meaningfully contribute to the larger currents of intellectual thought about indigenous knowledge by revisiting the act of doing research within indigenous communities. Utilizing the example of tourism research conducted with the Masaai people of Tanzania, this paper draws on critical theory, postcolonial theory and literature on *indigenismo*, to: a) interrogate the notions of indigenous methodologies and how they inform

indigenous ontologies and epistemologies; and, b) discuss the implementation and challenges involved in engaging indigenous methodologies.

'Destiny and Destination, Or Topos and Object In the Dialectics of Desire'

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It requires no more than common sense to understand why Tribe (1997) is right when ascribing a pre-paradigmatic character to tourism studies. His allusion to the positive nature of such a character is slightly more questionable, and it would be difficult not to recognise therein an escape in the face of enjoyment. To say that tourism studies have not attained a paradigmatic status is to confess the absence of a theory that has thought. None of these is too bizarre, albeit they attest to the paradoxical nature of tourism studies. Because, very simply put, for as long as tourism studies remain tourism studies they are also bound to remain pre-paradigmatic. If the object of tourism studies is tourism, and their objective is to understand it, they will always remain in need of tools to do so, which will necessarily have an external character. In other words, tourism studies will go on using theories originated outside them, to understand tourism, and, hence, will never be able to get rid of their applied character. But, although application may, in certain cases, inform theory, it never generates it. If tourism studies insist on tourism, they are condemned to be unable to generate theory. In a nutshell, if tourism studies want to acquire a paradigmatic status, they have to self-dissolve. And this is the paradox of tourism studies. Let's not continue seeing in tourism 'metaphors of/for', but let's, instead, see in the touristic the metaphorical itself, the structure itself of the metaphor, and do away with tourism altogether. Because, if I can say 'I feel a tourist in my own life', it is not the tourist, in the act of tourism, on the symbolic level, that constitutes the positioning of the signifier 'tourist' within the (all too common) phrase possible, but the signifier emerging in it that constitutes the act of tourism possible. The sequence is structural.

Tribe, J. (1997). The Indiscipline of Tourism. *Annals of Tourism Research*, 24, 638-657.

'A multi-paradigmatic research framework: The role of ontology and epistemology'

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Tourism research offers an ontological sphere in which the epistemological dispute in the social sciences can be more satisfactorily resolved (Botterill, 2001). This conceptual paper reflexively describes the research paradigm journey that led to the adoption of a multi-paradigmatic approach. It will examine literature from other disciplines to try and establish the key features of a multi-paradigmatic research process. Tourism researchers do not often address the underlying ontological and epistemological issues related to their research (Phillimore & Goodson, 2004). The main body of

the paper closely examines the nature of ontology and epistemology and what is required for a logically consistent multi-paradigmatic research framework. Kuhn(1970) opened the doors to inter-paradigmatic dialogue. This led to the mixing of paradigms (Lincoln & Guba, 2000). However, for a multi-paradigmatic framework to be able to inform a research investigation ontology needs to precede epistemology. Metaphysics, is the foundation of an ontology based on the premise of existing layers of reality, which supports an epistemology that encompasses both real being and mental being. The paper also discusses the divergent modern philosophies underpinning contemporary thought and research.

WORKSHOP 1 WAYS OF TEACHING THAT INSPIRE CRITICAL CONSCIOUSNESS AND CREATIVE ACTION

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Higher education today is driven by neoliberalist market forces that limit the transmission of knowledge to what is needed in whatever job sector students are entering. According to Tony Ward, a New Zealand expert on education, „we have to educate differently, using different goals, beliefs and pedagogies. We have to teach different things in different ways, simply because we are faced with nothing less than a transformation of the social, political, economic and environmental awareness of our entire society.“ The academy of hope aims to move towards such a change by encouraging a focus in higher education on critique and transmission of both higher order academic and practical knowledge and skills; the development of a critical self; understanding the world; and critique and critical action in the world. These aims are based on the conviction that, as Shor stated, „not encouraging students to question knowledge, society and experience tacitly endorses and supports the status quo.“ With this in mind, the academy of hope wishes to promote bell hooks' idea that „Learning is a place where paradise can be created. The classroom, with all its limitations, remains a location of possibility.“ Inspired by this new approach to higher education, four students from Wageningen University who study the Master program Leisure, Tourism and Environment - Saskia Leenders, Arjaan Pellis, Ana Raguz and Lisa Schwarzin, assisted by Hermes Arriaga, in collaboration with Dr Irena Ateljević - conducted a research project titled 'The Future of Tourism Education:

Learning for Life at University'. The purpose of the project was to enable Wageningen University students to express their views on education, especially in regards to the way higher education shapes their values and outlook on life. In other words, the project aimed at uncovering students' deeper learning outcomes that go beyond the acquisition of theoretical knowledge and gaining insights into the students' perspective on the different roles that that education plays in their lives. The four students designed and facilitated a full day seminar in which fourteen students from nine different countries engaged in interactive activities that involved self awareness, reflection on life goals, and theatrical enactment of values gained in tourism education. With this, the seminar aimed to step away from classical evaluation methods of simply asking questions, and instead focused on enabling participants to express themselves in a reflective environment. During the workshop different key learning lessons from the participants experience with higher education emerged. Furthermore, the workshop uncovered what students think about the future of tourism education and their future needs for the labour market. This same group of students will now be engaged in the 3rd Critical Tourism Studies Conference to represent the voice of the students, which is often overlooked in the traditional academic community. Following the statement of British academic and creative enthusiast Theodore Zeldin that *"nothing can be done without encouragement*. The student group will lead a workshop that aims to encourage participants to think about the role of inspiration in higher education and the ways to inspire and be inspired by students. Because, as Erich Fromm said, *"we need to develop innovative pedagogical methods that will liberate ourselves and our students and help us in cultivating a mindful way of being"*, the workshop also aims to provide a platform for participants to exchange ideas about teaching methods that can inspire students to explore their strengths and passions and enable them to think and act in a critical, ethical and creative way. As such, the workshop fits perfectly within the aims of the 3rd Critical Tourism Studies Conference, and it is hoped that many enthusiastic participants will subscribe to this student initiative when they register for the conference on Sunday the 21st of June.



MOBILITIES, RESISTANCE AND SOCIO-SPATIAL IDENTITIES

'Holiday Home, Sweet Home from Home: A Phenomenology of the Second Home Living Experience'

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The current importance of second home living within tourism is highlighted by Müller's (2004) contention that 'Second home tourism goes beyond tourism' because it contemporaneously represents the global and the mobile, and the maintenance of tradition; it is 'a way of tourism' that requires mobility and involves recurrence. On the basis of my PhD study, a phenomenology of the second home living experience, this particular paper aims to succinctly articulate the essence of the experience of the holiday home owner within the current philosophical and cultural context. The most significant insights of the study will be discussed in the framework of the relevant literatures.

The study on which this paper is based embodies an interpretivist philosophy to research; specifically it is phenomenological in approach. It foregrounds the voice of the participant through the use of a range of qualitative data collection tools, including depth interviews, diary completion and photo elicitation. The voice of the holiday home owner provides the essence of the experience of second home living. As the study nears completion among the key areas that have emerged and that will be elaborated upon in this paper are:

- The ease with which these tourists practise second home living, their practiced mobility
- The fragmented, rootless nature of the post-modern encouraging the tourist in a search for home away from home
- The cosmopolitan interest in different and varied experiences that encourages travel to destinations other than the second home, and the interface between this travel and the second home
- The bringing of home into the touristic, the everyday and the non-everyday, the transferability of the concept of home
- The central importance of relationships in the second home
- Feelings, emotions and attachments in second home living

Müller, D.K. (2004) 'Tourism, mobility and second homes' in A.A. Lew, C.M. Hall and A.M. William (eds) *A Companion to Tourism*, Oxford: Blackwell, pp.387-398.

'Worldmaking' through food tourism: Spatial, social and cultural resistance'

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In response to recent calls to recognise the creative and constructive role of tourism and acknowledge the ways it transforms places and cultures (Hollinshead 2007), this paper suggests that food-motivated travel is a powerful illustration of the 'worldmaking' agency of tourism. Drawing on findings from a multi-phased case study involving participant observation and interviews with 66 tourists and food producers around the 'Celtic' periphery (Ireland, Scotland and Cornwall), it argues that food tourism can be characterised by a 'triple nexus of resistance' (spatial, social and cultural). These dimensions of resistance develop as a reaction to external regulatory powers and provide a means with which producers and consumers can directly influence the local food offer, thereby building identities and fostering the co-production of places, peoples and cultures. In conceptualising and demonstrating three co-existing forms of resistant practice, the spatial, social and cultural are presented as inseparable and mutually-dependant. In this paper, 'spatial' resistance encompasses the search for difference, physical and psychological escape, and interaction with the 'other'. This is placed within the sphere of 'social' resistance which includes acts of stepping outside regulatory systems, 'communitas' development as a defence against globalisation and the production of anti-structures. Thirdly, the concept of 'cultural' resistance draws on discourses of performativity, embodiment, multisensory engagement and the place-making role of the body. It is suggested that the direct employment of subversive quotidian practices help forge a 'sense of place' against

powerful commercial interests, thereby counter-acting fears that external powers are diluting the identities of places and people. Additionally, by highlighting the overlapping dynamics and interactions of food tourism which offer freedom from global structures, the paper advocates 'third space' thinking (Bhabha 1994) by openly acknowledging and theorising the paradoxes and tensions involved when worldmaking activity is pursued in a real world context.

Bhabha, H., (1994) *The location of culture*. London: Routledge.

Hollinshead, K. (2007) 'Worldmaking' and the transformation of place and culture: the enlargement of Meethan's analysis of tourism and global change In: I. Ateljevic, N. Morgan and A. Pritchard (eds) *The critical turn in tourism studies. Innovative research methodologies*. Oxford: Elsevier, pp. 165 – 195.

'Alternative Tourism in Disadvantaged Social Spaces: Reflections on the Downtown Eastside in Vancouver, Canada and South African Townships'

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This paper explores the potential of alternative and critical tourism in social spaces that are both over-represented and mis-represented in public culture in Vancouver, Canada and South Africa. I focus on the Downtown Eastside in Vancouver and on township tours in South Africa. Both sites are social spaces dealing with legacies of segregation and under-development, yet they are also linked to emerging futures, that of a city preparing for the spectacle of the 2010 Winter Olympics, and that of a democratic "rainbow nation." In the spirit of using tourism practice and research to produce and promote social change, this paper identifies best practices associated with tourism projects in disadvantaged spaces. I highlight three practices undertaken by educators, guides and hosts: discursive strategies of demystification and valorization, de-centring the visitor, and emphasizing citizenship values over consumption. These practices, I argue, engage tourism in the project of re-imagining disadvantaged social spaces and creating new "contact zones" (Pratt 1993) between residents and visitors.

'Gospel festival tourism: at the cross roads between the sacred and the profane?'

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In this conceptual paper I undertake a critical discussion of a contemporary cultural and religious phenomenon which I have termed '*gospel festival tourism*'. This phenomenon illustrates the interrelationship between predominantly music festivals, religion and tourism. Specifically these festivals are commercial events inspired and influenced by Christianity (predominantly those of evangelical faiths), which seek to incorporate festivity (largely expressed through music), fellowship and *communitas* (amongst Christians) and evangelism (preaching the gospel or Good News to the unsaved). Within this paper I argue that these gospel festivals, like tourism, are temporary

occurrences that take place within a liminal space where Christians are encouraged to 'let go' and perhaps behave in ways which would not normally be sanctioned within the confines of the formal church building. Indeed, I discuss whether gospel festivals are, in practice, 'ritualised transgressions of the taboo, only ever temporary but occasions that permit societies to explore the realms of the excluded and the forbidden' (Picard and Robinson 2006:7 citing Bataille, 1991,1998). Focusing on gospel festivals in Jamaica, the paper provides a critical exploration of two main issues. The first is the extent to which within the context of a gospel festival believers are straddling the divide between the sacred and the profane. The second and related discussion is the extent to which the promotion of these festivals as touristic events, adds a further degree of complexity as it has been argued that 'tourism is, to a certain extent, a threat to faith, because tourists "in giving themselves over to worldly pleasures forget their religious needs and duties" (Arrighi cited in Vukonic, 1996:113). I conclude that gospel festival tourism, in its conceptualisation and in its practice perhaps creates a 'fraught' and uneasy dialogue between the sacred and the profane.

'Intersecting social identities: Midlife single women's holiday experiences'

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This paper explores the interrelationships between the holiday experience and social identities of gender, singlehood and age. The findings are based on data from 32 Norwegian single women aged 35-55 who participated in focus group interviews before and after the holiday and who kept solicited diaries during the holiday. The paper identifies three intersecting social identities available to the women. The social identity of the friend occurs in holidays with friends and is about empowerment and maintaining interpersonal relationships. The social identity of the loner is associated with fears of loneliness and marginalisation in solo holidays and the social identity of the independent traveller is about solitude negotiated in positive ways. The theoretical framework rests on a feminist approach to Bourdieu's phenomenology of social space, which builds bridges between material and cultural feminism. This social-cultural nexus approach reveals that gender/singlehood/midlife identities in tourism settings are informed and controlled by the women's *habitus* and the tourist gaze in addition to being shaped by individual agency. The three social identities are hence incorporated and fixed, as well as discursive and fluid, and thus subjected to different forms of gendered power.



DESTINATION MANAGEMENT ISSUES AND CHALLENGES

'The Semiotic Construction of a Holiday Country – the case of Croatia'

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The aim of this paper is to analyse, from the semiotic perspective, modes of the construction of a country as a tourist destination – in the case of Croatia. From the semiotic perspective tourism – in societies that recognize it as a specific activity – can be roughly determined as a practice opposite to everyday life, which in its content, among others, includes aspects of a journey, travel, non-utility, entertainment and relaxation. To be a tourist and to practice tourism implicates dislocation, transfer from the place of residence to another place. This “another place” here is constructed and represented to the potential tourists as a “tourist destination”. The aim of this paper is to specify the contents of tourist travels and their targets, or, semiotically speaking, their valorisations: the principal starting point is the typology of valorisations elaborated by J-M. Floch (e.g. Floch, 1997a; Floch, 1997b; Volli, 2005). Some place becomes a tourist destination when it becomes semiotically valued, when a certain value has been ascribed to it, and when this value – by different modes of expression (catalogues, web sites, advertisements and other promotional materials) – is represented to the potential travellers-tourists. The analysis has been thematically narrowed on the field of Croatian cultural heritage (history, art, architecture, monuments etc.), and the corpus for the analysis contains catalogues published by the Croatian National Tourist Board in 2007. The analysis will examine semiotic strategies and modes of ascribing values and meanings to places represented in catalogues as historical and cultural destinations, both by verbal and visual modes, and identify types and characteristics of valorisations used to construct a place as tourist target.

Floch, JM 1997a, *Semiotica, marketing e comunicazione. Dietro i segni, le strategie*, Franco Angeli, Milano.

Floch, JM 1997b, *Identità visive. Costruire l'identità a partire dai segni*, Franco Angeli, Milano.

Volli U 2005, *Laboratorio di semiotica*, Editori Laterza, Roma-Bari.

‘The competition between tourist attractions in Macau: the influence of the governmental tourism information center’

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Many papers have examined how strong the power of the tourism information providers is in influencing an individual’s selection of tourism destination. Yet little attention is paid to their role in the competition between tourist attractions within a single destination. This article investigates the influence of local tourism information providers upon tourists’ visits to competing tourism attractions of Macau. Our observations suggest that some attractions are overwhelmed by tourists while others, seemingly very similar, are scantily visited. The case chosen for this paper is the one of two similar temples of Macau, the A-Ma Temple and the Lin-Fong Temple. Both were Chinese official temples in the Ming and Qing Dynasties. Both are equally important in terms of their historical and cultural significance. They are the two major local temples, of approximately the same size and they are dedicated to the same divinities. However, today, the A-Ma Temple is a “must-see” attraction of Macau while the Lin-Fong Temple is rarely visited by tourists and is a quiet place of worship for the

locals. This paper reports on a social experiment of having volunteers/tourists go to the Macau Government Tourist Information Welcome Center and ask for recommendations on where they should head for. The findings indicate that the information providers have considerable influence over the tourists' decisions about what sites to visit within a destination, resulting in the overcrowding of some sites while others are seldom visited. This paper suggests that recommending some cultural sites that are presently neglected by tourists may reduce the congestion at the other sites and at the same time lengthen the duration of tourists' stay and generate a better appreciation and tourism experience in Macau.

'Tourist Communication versus Risk Communication: the two sides of the same coin. A case study'

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Tourist communication spreads the most attractive aspects of a destination to attract the major number of visitors and avoids other aspects, specially the negative ones of the territory, like risk communication, even if this concealment goes against the ethics and human rights. This case study places in the city of Tarragona (Spain). The special feature of the region is exceptional for the mentioned study because this medium-size city bases its economy in two important economic sectors: the tourism and the petrochemical industry. Tarragona is the capital of Golden Coast. It is the third tourist area in Catalonia for the number of its visitors, after Barcelona and Brave Coast. On the other hand, Tarragona has the most important petrochemical industry area in the South of Europe with 27 companies. The qualitative methodology applied in this study is based on an in-depth analysis of the three most important tourist websites of Tarragona. Two of them are institutional: Patronat Municipal de Turisme (Tarragona Local Tourism Council) and Diputació de Tarragona (the Council of Costa Daurada); and the other one is from the private sector: PortAventura theme park. The research aims to analyse whether the petrochemical truth and the risk aspects that citizens and tourists should know are communicated in the Tarragona tourist websites. This will be analysed by setting content categories of the major topics that the websites deal with. The findings show that there is not any risk information and it does not mention anything about the petrochemical area in the analysed websites (neither in the institutional ones nor PortAventura). The industrial truth of the territory is completely omitted, like it did not exist. Therefore, many tourists are surprised by the industrial complex when they land or travel throughout the area. It is believed that if the industrial sector is communicated with its risks and consequences involved, it will be counterproductive for the tourist promotion. Therefore, tourist communication omits this information. Thus, tourists are misinformed in relation to petrochemical risk and the actions that should be taken in case of a chemical crisis.

'Professional-Development Needs in Croatia's Marine Tourism Industry: Harbormasters Identify the Management Skills that Require Improvement'

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While skills and knowledge of harbormasters are critical drivers of sustainable development and management of marine tourism, very little scholarly research has been done to assess the professional-development needs of harbormasters. This study addresses this gap by empirically investigating the perceived importance of the professional needs of harbormasters in the Croatian marine tourism industry. Specifically, the goals of this research are to determine what marine-tourism-management skills need improvement, what skills can be improved through training, and which training courses might fulfill managerial expectations. A two-page self-completed questionnaire written in Croatian is adapted from previous research and administered to a population of Croatian harbormasters. Professional-development needs among Croatian harbormasters are identified to provide guidance for future harbormaster development planning. Implications and limitations are presented in the subsequent sections of the study.



WORKSHOP 2 PERFORMING AND LISTENING

'Performance and Discourse in Tourism: The Narratives Visitor Books Tell'

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In this lecture I take a performance approach to how meaning is created and sustained in and through tourists' actions and behaviors, proposing a rather unusual stage of and for tourists' performances: a visitor book. I argue that visitor books can serve not only as bureaucratic documents where tourists register their visits at various sites and add additional comments. Rather, in my research at a national-military commemoration site in Jerusalem, Israel, I show how, under certain circumstances a visitor book essentially supplies a symbolic space—itself metonymically correlated to the larger symbolic spaces of the site itself and the city of (West) Jerusalem—wherein tourists' meaning-making actions are both produced and registered. In the lecture I first will specify a few of the contextual aspects that serve to institutionally "frame" (Goffman) the visitor book as a stage, and then I will discuss the semiotic consequences that rise when viewing the visitor book thus. A performance view implies that meanings do not lie primarily in the content of the tourists' expressions, often referred to as 'tourist discourse' or 'tourists language' but in their attributes as performances produced on specific tourist stages with particular material features. In its performative orientation, this lecture brings together recent theoretical advances in tourism research, offering a synergistic combination of the multiple semiotic resources that are available to

tourists in general, and specifically to heritage tourists. These semiotic resources include the embodied nature of tourists' practices, the dialectics of mobilities and immobilities in tourism and the materiality of tourists' (con)texts and stages. The lecture builds on and expands recent works on this subject, where multimodal approaches in tourists' research are employed (cf. Noy, 2007, 2008).

Noy, C. (2007). *A Narrative Community: Voices of Israeli Backpackers*. Detroit: Wayne State University Press.

Noy, C. (2008). Pages as Stages: A Performance Approach to Visitor Books. *Annals of Tourism Research*, 35(2), 509-528.

'Epistemologies and their practices: A performance approach to ethnography in tourism'

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I wish to take this space to rethink a research I recently conducted, reported in the previous lecture (titled Performance and Discourse in Tourism: The Narratives Visitor Books Tell). I employ reflexivity in order to critically examine the production of academic knowledge with particular reference to ethnographic practices in tourism research. The deconstruction builds on an appreciation of the fact that there are different epistemological discourses that compete over the frames of interpretation in various tourist attractions (in this case, the National Commemoration Site in Jerusalem, Israel). In this vein, tourists' ethnography will be (re)viewed and theorized in a fashion that resembles the ways I viewed and theorized visitors' actions *in situ*, putting visitors' visits and researcher's ethnography on the same footing. A *performative rendering* of ethnographic practices is promoted—a problematization of ethnography which is pursued by viewing researching practices *in situ* not in terms of 'academic research' but in terms of 'tourist visits'. By doing so, the power and authority of the modern institutions of tourism and museums are acknowledged. Alternative and competing "frames" (Goffman) are emergent, especially in cases where research is pursued—performed—in highly symbolic and ideological settings. Over and above research practices, the lecture will move to discuss various modes of representation and the convergence and divergence between the discourses of academic knowledge in the social sciences and in national commemoration. Altogether, the inquiry leads to insights into the construction of academic knowledge with regards to tourists and tourism (i.e. epistemology), and to enriching tourists' ethnographies (i.e. methodology). The inquiry is located in the junction of critical explorations of ethnography, on the one hand, and museum studies, on the other, with the performance paradigm in tourism as the connecting thread. The research develops earlier conceptualizations regarding the construction of meaning and power relations between researchers, tourists and tourism institutions (Noy, 2007).

Noy, C. (2007). Sampling Knowledge: The Hermeneutics of Snowball Sampling in Qualitative Research. *International Journal of Social Research Methodology*, 11(4): 327-344.

“Have you been away?”: Holiday talk in ordinary and institutional interaction’

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This paper examines how ordinary people talk about holidays and leisure travel experiences in naturally occurring interactional settings. It is well understood that people’s experiences of tourism continue through their retelling and reminiscences amongst family and friends. However, there is virtually no research that has focused specifically on when and how ‘holiday talk’ is occasioned in everyday conversation, and what functions it might serve. The purpose of this paper, therefore, is to analyse the social actions that are accomplished by holiday talk across a range of domestic and institutional settings, and to demonstrate its ‘mundane centrality’ in organizing and shaping turn-by-turn talk. The empirical work is based on over 200 hours of audio recorded conversations in a variety of settings, including telephone and face-to-face conversations between friends, speed-dating encounters, telephone calls to neighbour mediation services and local council antisocial behaviour and environmental health services, as well as interviews between police officers and suspects in the UK police service. The analysis reveals how holiday talk becomes a topic as people go about organising their lives, activities and social relationships. However, we also show how holiday talk figures as a mundane topic for conversation, used to initiate and shift between topics, display affiliation and oil the wheels of conversational business. Furthermore, holiday talk was used to account for a whole range of complainable actions and activities. We conclude that holiday talk forms an important function in social interaction; that it is an intrinsic part of people’s organisation of their social lives and as such holidays are embedded deeply within the cultural psyche. The research shows how, even in the most mundane conversational contexts, talk about holidays is critical to understanding how people construct their identities and negotiate work and leisure, family commitments and individual aspirations. We conclude by calling for further research within tourism social sciences on the relationship between holidays (tourism) and everyday social life. We argue that this approach can add to critical understandings of tourists and tourism, and to the social science methods used in tourism research.



TOURISM EDUCATION FLUIDITIES II

‘Creating tourism knowledge – who holds the power?’

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Several authors have acknowledged that the tourism academy has traditionally been reluctant to reflect upon the factors influencing knowledge production and the influence of academic

gatekeepers on the shape of tourism knowledge. (Riley and Love, 2000; Phillimore and Goodson, 2004; Hall, 2004; Tribe, 2006). Despite more recent calls for academic gatekeepers to listen to the more marginalised voices within the tourism community (Pritchard and Morgan, 2007), engagement with contemporary issues of knowledge production remains limited. Within the higher education system, the PhD has traditionally been at the forefront of knowledge creation and, with a large number of PhD students in the UK coming from outside the EU, it seems that there is potential for challenging tourism studies' tradition of knowledge creation by a community of mainly white, middle class, male, Anglophone, western academics (Botterill & Gale, 2005; Pritchard & Morgan, 2007). These international PhD students bring, for some, the hope that we will see a radical reform of the orthodoxy of tourism knowledge by allowing previously silent voices to contribute to creating a 'new' tourism knowledge, which includes a more '*diverse situatedness*' (Botterill & Gale, 2005:5). My research examines the PhD process in tourism studies and aims, through in-depth and biographical interviews and some self-examination in the form of auto-ethnography, to make explicit the embodied characteristics of the researchers involved in the study and to give voice to their own views as co-creators of knowledge. This paper will explore some of the issues surrounding power dynamics within sites of knowledge creation and questions whether these allow opportunities for orthodoxies to be challenged. Preliminary findings indicate that there are several factors influencing a PhD student's journey. Many students bring multiple selves to their research and these selves are embroiled in various relationships where power dynamics play a role in both the creation and dissemination of knowledge. However, the supervisory relationship plays a key role in the experience and the supervisor appears to tread a fine line between mentor and gatekeeper.

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'Critical thinking in tourism programmes'

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"Critical thinking is reflective and reasonable thinking that is focused on deciding what to believe or do" (Ennis 1985:45).

Since the 1980s, critical thinking has become embedded within institutional objectives (Kuhn 1999), in curricula development (Potts 1994) and is seen as a product of liberal undergraduate education (Greenlaw and DeLoach 2003). Given the interdisciplinary nature of tourism programmes, this paper will discuss the need to inform teaching for critical thinking across different disciplines. Thus, rather

than focusing upon the need for sole subject content knowledge, this paper will explore pedagogical content knowledge as tool to encourage critical thinking among tourism students. In doing so this empirical paper puts forward the case that a focus on critical thinking skills within tourism programmes could inform a consensus between tourism management and tourism studies, and simultaneously acknowledge the importance of key theories of tourism. Thus, curricula should cover different critical thinking levels through pedagogical content knowledge with consideration of subject content knowledge, which informs the theoretical base of tourism programmes.

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'Students preferred learning styles and the importance of curriculum content: a study of Norwegian tourism and hospitality students'

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This Norwegian study explores the learning style preferences of first, second and third year students in Tourism and Hospitality Programmes. Comparing the findings with an UK/Australian study, this study uncovers interesting differences in learning style preferences amongst UK/Australian students and Norwegian students. In addition, the importance of the curricula content is discussed in relation to the findings of changing learning style preferences between first, second and third year students, which indicates that learning styles can change. An approach to explain this phenomenon is to consider the theoretical content of curricula, in relation to the goal of developing students to become philosophical practioners (PP). The study concludes that if the aim is to develop PP the content of the curriculum has to be modified accordingly, and that even though learning styles are important for how and what students learn, the content of the curriculum is also of importance.

'Intergenerational distance in teaching and learning: Using the wset intermediate course to study language and communication barriers in intergenerational learning'

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This pedagogic research project is a work in progress which aims to investigate potential barriers to intergenerational teaching and learning between diverse groups of students. It uses the Wine and Spirit Education Trust (WSET) Intermediate courses in Wines and Spirits as a vehicle to study how the acquisition of a technical vocabulary, as required by many professional qualifications, can be impacted upon via linguistic and paralinguistic communications. Evidence of teachers' self-reported accommodation, convergence or divergence to their audience may enable a better understanding of

how inevitable intergenerational distance can affect the outcomes of any course of study, particularly vocational courses. In classroom situations, communication between teachers and students is generally influenced by two main considerations: the need to cover the course content and the need to present this in a way which is accessible to all students. This study examines factors influencing the way two different groups of students are taught the same course by the same lecturers and looks for explanations for the differing results between them. At the University of Wales Institute, Cardiff (UWIC) the Wine and Spirit Education Trust (WSET) courses are taught to both mature adult part-time and much younger full-time students currently studying on either a BA or HND in the disciplines of Tourism, Hospitality and Events Management. Although for consistency and external validity the content, tasting samples and externally-set, multiple-choice exam are the same for both cohorts the exam results differ widely, with the adult learner cohort consistently averaging higher grades. At its most extreme in the academic year 2005 /2006 a 100% pass rate was achieved by the adult part-time cohort and only 20% by the younger full-time cohort. The WSET courses are internationally recognised professional qualifications which enhance employability within both the hospitality and wine retail trades. The Intermediate is the second of four qualifications (Foundation, Intermediate, Advanced and Diploma) which can lead onto the Master of Wine qualification. Whilst some part time students take the Intermediate to increase their social wine knowledge (Ritchie, 2006) the majority take the qualifications in order to develop their career prospects. During the course students are expected to acquire a technical vocabulary to describe their wine-tasting experiences so as to be able to communicate these experiences to others i.e. peers and consumers. Teachers are constantly endeavouring to train students to make consistent links between olfactory and gustatory sensations and linguistic descriptions of these sensations. To a large extent the vocabulary of wine-tasting is laid down by the wine establishment which is subject to the same '*inertia of language practices [which] encourages people to say what they no longer perceive or experience*' (Corbin 2005: 137) as every other cultural community. The teachers of the Intermediate course at UWIC observed that the different student cohorts appeared to be using different descriptors for the same wines as well as achieving differing results. They speculated that there may be a twofold communication issue occurring; the learning of a new vocabulary of wine and an intergenerational aspect in which different frames of linguistic reference were being utilised to identify unfamiliar concepts / objects. By understanding how students in this subject area learn, due to the language used to educate them, it is intended that the project will identify good pedagogy on how to ensure the learners "get it", completing this liminal state and moving on to the next chunk of knowledge or higher qualification. Another intended outcome of the project is to enable practitioners to deliver the necessary factual, fictional and metaphorical knowledge in a more appropriate way thereby increasing success rates, encouraging future study and life long learning.

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PRODUCT DEVELOPMENT OPPORTUNITIES

'Here, there, everywhere': The extensive influence of entrepreneurs on tourism development'

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This article argues that contemporary debates concerning the impacts of globalisation on the development of local tourism areas uncovers a dynamic interplay between global and local forces. Moving beyond traditional arguments that view tourism places as outcomes of global forces (Relph, 1976; Castells, 1993; Barnett & Cavanagh, 1995; Dunning & Hamdani, 1997) the research presents an overview of the significance of local entrepreneurs on tourism destination development. The article draws from existing literature on models of tourism development including; Chrystaller (1963), Miossec (1976), Butler (1980), Gormsen (1981), Lundgren (1982), Keller (1987), Lewis (1998), Ritchie & Crouch (2003), as well as literatures on entrepreneurship (Russell & Faulkner, 2004; Hovinen, 2002; Koh 7 Hatten, 2002). It contends that while the influence of local family businesses and entrepreneurs is identified and examined in the literature it tends to be viewed as a static process captured at a given time and related only to the activity of the individual entrepreneur. This research goes further by viewing entrepreneurial activity as dynamic and creative, with the ability to influence tourism development over long periods of time. The research takes a case study approach, using two case studies in Ireland to investigate entrepreneurial activity in Killarney, Co. Kerry, a developed tourism area and Clifden, Co. Galway, a developing tourism area in Ireland. The research identifies not only the way in which entrepreneurs can trigger change and development at a tourism destination at a particular time but also how this influence can continue through the further involvement of family members long after the original entrepreneur is involved. In addition, the research shows how the influence of entrepreneurs can differ between destinations and the way in which this can impact on the development of the area. The overall aim of this research is to contribute to existing international research on tourism area development. There is a dearth of literature on the development of tourism places in Ireland and this research seeks to redress this deficit. In the context of the highly globalised and extremely competitive conditions that characterise the international tourism market place, the research also aims to produce new knowledge and valuable insights to inform policy making debates on tourism development.

'Tourism product development – A State-of-the-Art Literature Review'

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Tourism product development is recognised by both scholars and practitioners as being of increasing importance in the tourism sector. Yet the topic has gained scarce attention in academic literature. The body of literature dealing with product development is highly fragmented, taking a narrow approach to this complex and thorough activity. From the perspective of critical tourism studies, product development, however, demands special consideration since it plays a key role in the production, reproduction and reflection of tourism spaces and places. Our intention here is to pave the way for critical tourism studies on product development by inquiring into what is known to date about this topic in the literature. In this paper we investigate the state of tourism product development research in the academic literature. Our aim is, firstly, to get a grasp of how the area has been covered in academic literature. In particular, we examine the focus and nature of product development discussion by conducting a systematic literature review over multiple database sources. The papers found are analyzed on the basis of the structure and content of the articles, for instance, according to how tourism products are conceptualized and understood. The results present not only the most popular issues addressed but also possible research gaps. Secondly, we will discuss and suggest some directions for future research. Our review should encourage the constantly growing number of critical tourism scholars to turn their attention more extensively and explicitly to product development. This would inspire more reflexive research practices and poly-vocality, and ultimately, open up fresh avenues.

The paper belongs to an on-going R&D project "Integrated Tourism Product Development" in Lapland, Finland, implemented together with the University of Lapland and University of Applied Sciences of Rovaniemi. The general purpose of the project is to create a comprehensive approach to tourism product development which supports small tourism companies situated in rural and peripheral regions. The paper at hand relates to the theoretical part and framework building of the project.

'Building Theory from Practice - Developing Tourism Products in Northern Finland'

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Drawing on the existing literature and an empirical study on tourism product development, the working paper at hand intends to provide insights into the nature of product development in small tourism enterprises. Despite the growing interest on tourism product development among both scholars and practitioners, it appears that there is very little explicit knowledge on how products are actually developed in the tourism industry. This working paper takes up the task to promote discussion on this research gap by investigating the development of tourism products within small tourism companies operating in Northern Finland, one of the most northern rural and peripheral regions of Europe. The preliminary findings to be presented in the conference have been obtained through interviews of tourism entrepreneurs representing different sub-branches from hotels and destination management companies to programme service companies. By studying the everyday life of companies and thus identifying some important routines within the tourism industry we wish to draw attention to possible benefits of building theory from practice over the prevailing approach of developing practice from theory. This will eventually allow us to work towards an integrated approach to tourism product development which can have relevant implications to tourism theory and business practices.

The paper belongs to an on-going R&D project "Integrated Tourism Product Development" in Lapland, Finland, implemented together with the University of Lapland and University of Applied Sciences of Rovaniemi. The general purpose of the project is to create a comprehensive approach to tourism product development which supports small tourism companies situated in rural and peripheral regions. The paper at hand relates to the empirical part and framework building of the project. The data has been produced by lecturers and students of Rovaniemi University of Applied Sciences, University of Lapland and Kajaani University of Applied Sciences (within a partner project "Radar"). The data analysis has been done by the authors as a research team.

'Co-creation in Event Tourism: Engaging Voluntary workers'

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Voluntary work is a widely studied topic in the field of tourism studies and event management. The research in both fields has covered such topics as volunteers' motives, volunteering as leisure and the management and leadership issues concerning the voluntary work force (e.g. Smith, 2003; Stebbins, 2004; Ralston, Downward, & Lumsdon, 2004; McGehee & Santos, 2005). Even though the voluntary sector is seen as an important social and economical stakeholder in the realm of tourism, research has not truly concentrated in the engagement and encouragement of this sector. In particular, the role of voluntary workers' commitment in the achievement of tourism goals is not discussed in the literature. (Ralston, Lumsdon, & Downward 2005, pp. 504-505.) The productization of spaces and places, taking place in the tourism product development, is always done leaning on someone's knowledge (e.g. Tribe 2008, Pritchard & Morgan 2006). In this conceptual paper I examine the possibilities of engaging the volunteers into the tourism product development, specifically in the case of tourist events. By doing so, I wish to introduce new ways of conceptualizing knowledge and its role in the tourism product development discussion. The paper is written from a cultural standpoint. The process of product development is understood as co-creation of the tourist product, where the customer and market knowledge is negotiated between the event organization and the volunteers (Jaworski & Kohli 2006; Li & Petrick 2008). Volunteers are viewed as cultural intermediaries whose knowledge is valuable to the event product (e.g. Negus, 2002). The new ways of conceptualizing role of volunteers' knowledge aim on advancing socially and economically sustainable tourist events, and moreover, empowering the volunteers into the event co-creation process.

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CONTESTED IDENTITIES AND THE (RE)CREATION OF THE 'OTHER'

'Castro, Communism, Dictatorship, Beaches, and Old Cars: American Tourists' Political Frame of Cuba's Destination Image'

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Tourism in Cuba is thriving and along with it has come a surge in tourism research on the island. However, a great deal of this contemporary research has neglected to adequately address the elephant in the room that relates to Cuba, namely what are the impacts of the United States government's blockade of the island on the American tourist. Answering this question gets to the heart of how politics impacts the discursive practices around destination image and more broadly, place image. Unfortunately, contemporary approaches for exploring tourism destination image (TDI) are inadequate for studying how American tourists' image of Cuba has been impacted by the blockade because, in their ever increasing quest for greater performative truths, they neglect the exploration of the salient political and cultural context within which we form our images of place. As a means of eschewing a positivistic single truth and seeking a provisional ontology relating to the question, I interviewed 23 American tourists to the Caribbean using a semi-structured interview designed to elicit their images of Cuba. I then used a qualitative frame analysis approach that incorporated Creed, Langstraat, and Scully's (2002) signature matrix in order to scrutinize the interviews for organizing narratives that would suggest a unified frame. While several frames emerged from the interview texts, the most salient one was the *political frame* of Cuba. I will present a critical exploration of this frame by examining its unifying logics, the implicit assumptions made by those who proffer it, the contradictions both within the frame and between the frame and the discourse that nurtures it, and reflect on the significance of my embeddedness within the culture I am investigating.

'Obesity and Tourism: A Critical Vision'

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The tourism industry in its product/service and promotion has neglected certain groups of tourists, but so too have tourism scholars and researchers. This paper focuses on tourism transportation and obesity. A study of websites and blogsites on the subject reveals that while the industry has been silent, passengers are loud and indignant. The research identifies that the topic is a broad social issue affecting passengers of all sizes. This paper explores issues of discrimination, stigmatisation and 'othering' of travellers who are overweight/ obese. A review of weight stigma theory introduces

important frameworks within which we can consider the experience of travellers who are obese. By calling attention to the experiences of travellers who are obese and those who are not, we ask: whose bodies are privileged in the provision of the tourist experience? This study leads the authors to question why tourism scholars have not researched the issue of obesity as this is a 'growing' tourism market. Such an omission also raises important questions about ethics and 'Othering' and how we conceptualise and research 'Tourism'.

'They're not interested in you as a person: Insights into visually impaired people's tourism experiences from South Wales, U.K.'

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There remains a dearth of research focusing on the specific benefits of tourism for blind and partially sighted people, with some notable exceptions (see Small, Darcy and Packer 2007). When you consider that there are over 2 million blind and partially sighted people in the UK alone (a figure which is set to increase as the population ages), a moral imperative exists to explore the barriers to non-participation in tourism and to understand the impact tourism experiences can have on an individual's emotional and physical well-being, self-esteem, self-confidence, quality of life, identity and social inclusion. This paper presents the findings from phase one of a wider doctoral study which explores the embodied tourism experiences of visually impaired individuals in order to gain insights into the significance and meaning of tourism in their lives. Like the larger study from which it is derived, the paper is imbued with an emancipatory philosophy whereby the key driver is the 'voice' of disabled people (Douglas, Corcoran, and Pavey 2007) and my approach has been to work with visually impaired people as co-researchers throughout the research project (Duckett and Pratt 2001). Phase one of my study involved focus group research conducted with several visually impaired people's groups located at the Cardiff Institute for the Blind (CIB). This phase of the research identified the following barriers to participation in tourism: individual (emotional; psychological; (in)dependence), social (awareness, staff and decision makers) practical (physical access, accessible information, transport). In addition, I will also discuss the findings of the research conducted with the pilot family for the second phase of the research study (which will eventually involve six families). In this part of the paper I focus on the visually impaired individuals' experiences in the context of the body, and highlight issues of self-identity and inter-relationships with sighted family. The paper concludes by challenging those stereotypes which characterise visually impaired people as a homogenous group with the same needs and aspirations as others.

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'Postcolonial Indian Travelers of the Postmodern World- Reversing the western dichotomous self/other stereotype to Indian travelers as core gazers on the Western periphery other, to be gazed upon'

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This study examines the dichotomous 'Self/Other' concepts in travel narratives. In particular, the western constructs of the 'East' or 'Orient' is deconstructed. In Tourism Studies, postmodern academic approaches are increasingly blurring the boundaries of 'self and other' and 'east and west' constructs. This view contributes to the discourse by reflexively examining the 'Indian Self' in a 'western world'. An interpretative paradigm is adopted to pursue this goal. The study argues that a literature gap exists in defining the Indian traveler. Little is known about the Indian traveler's conception of self, his/her motivations, and in the case to a Western world, his/her perceptions of the country and tourism experiences. This study contextualizes the Indian traveler's identity as active participants in the tourism landscape, or to borrow John Urry's metaphor, pro-active tourism 'gazers'. I argue that the concept of 'Self/Other' need not be derived from western-based 'Orientalist' theories. In my research, the 'other' is derived instead from that which is distinct or different from the Indian culture. In spite of an ancient history, age old tradition, rich cultural diversity, enlightening philosophy and narratives, India and its populace are still a mystery to many, especially the western world. Contextualized as the 'Other' in modern Tourism Studies, it is now time to reverse the western dichotomous self/other role, where the Indian traveler becomes part of the core (gazer) rather than the periphery (gazed upon). Indians are a significant segment in today's global tourism market and as an Indian myself, I took this opportunity to study and understand this phenomenon. I feel content that I was able to reflexively construct and analyze the narratives of the Indian Self, and his/her motivation to visit a western world, in this case New Zealand, as such this research contributes a much needed Eastern perspective to postmodern Tourism Studies. A major theoretical inference derived from my analysis was that the Indian travelers of the twenty-first century visiting New Zealand wanted to encounter and experience the 'other' culture different from their own. The Indian 'Self' is thus derived by contrast to a different culture. I observe that the concept of the 'Other' need not be derived from the Orientalist theory of Said (1979). This is because our perception of the 'Other' is not constructed from a homogenized western concept, but is derived from anything different from our own inherent culture.

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