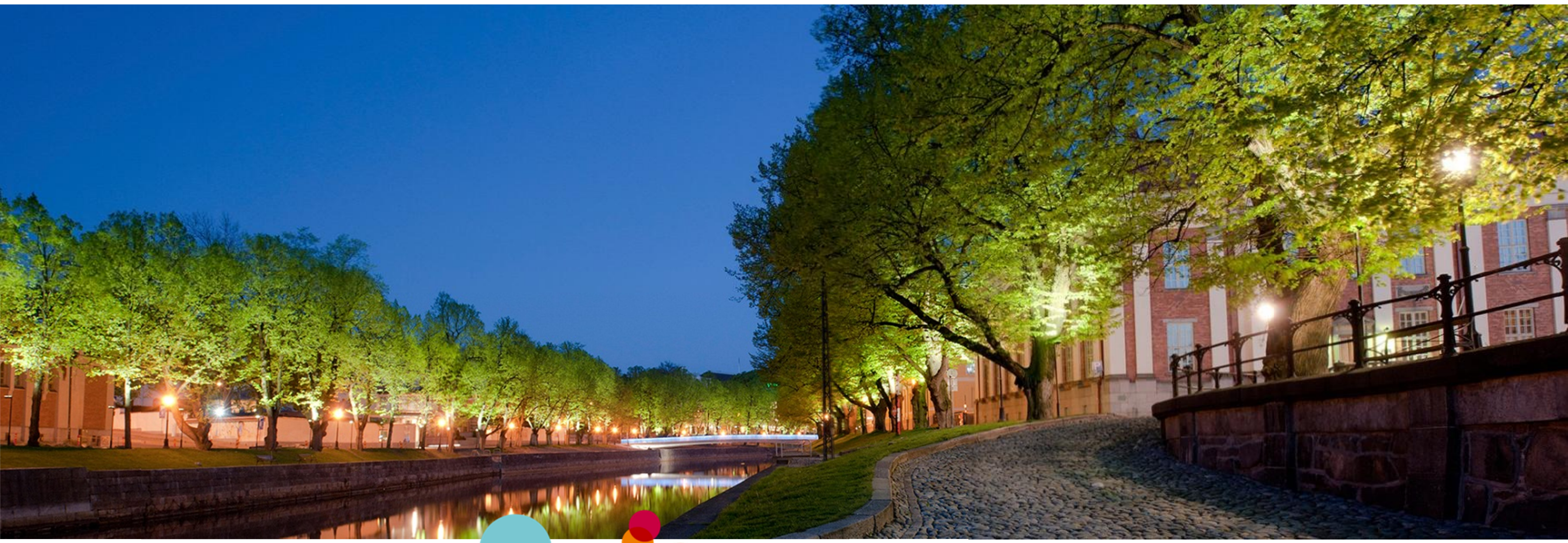
Pluralization of production and consumption roles in tourism? An entrepreneurial perspective on proximity tourism.

Jeuring, Jelmer

Publication date:
2016

Citation for published version (APA):
Jeuring, J. (2016). *Pluralization of production and consumption roles in tourism? An entrepreneurial perspective on proximity tourism.*. Abstract from 25th Nordic Symposium on Tourism and Hospitality Research, Turku, Finland.



Book of Abstracts

25th Nordic Symposium on Tourism and Hospitality Research

28–30 September 2016
Turku, Finland

Turun Matkailuakatemia
Åbo Turismakademi

Edited by Juulia Räikkönen, Ira Lahovuo & Antti Honkanen

Content

FOREWORD 2
SYMPOSIUM ORGANISERS 3
SYMPOSIUM THEME – BALANCING DICHOTOMIES 4
PARALLEL SESSION OVERVIEW 9
SYMPOSIUM TIMETABLE 10
DETAILED SYMPOSIUM PROGRAMME 11
KEYNOTE SPEAKERS 12
ABSTRACTS IN ALPHABETICAL ORDER BY THE CORRESPONDING AUTHOR 14
A 14
B 25
C 33
D 34
E 38
F 47
G 51
H 54
I 69
J 71
K 77
L 86
M 95
N 105
O 109
P 111
R 115
S 121
T 131
V 135
W 140
Y 142
Z 143
Å 147
SYMPOSIUM PARTICIPANTS 148

FOREWORD

Dear colleagues and friends,

It is our honour to welcome you to the 25th Nordic Symposium on Tourism and Hospitality Research that is held in Turku, for the first time ever.

Indeed, the story of the symposium also began from Finland when a small group of Nordic tourism researchers gathered to Mariehamn in 1992. Today, 164 tourism researchers from 15 countries celebrate the 25th anniversary of the Nordic Symposium. The increased number of participants tells about the success of the Nordic Symposium but, hopefully, also implies that tourism research has gained a notable and appreciated role in the Nordic academic community.

Turku is a city with long academic traditions as the Royal Academy of Turku was established already in 1640. This long and bilingual academic history forms the foundation of Turku as a vibrant international university town with two universities, four universities of applied sciences, nearly 40,000 students, thousands of researchers and educators, 400 professors, and 200 new PhDs every year.

During the past decades, tourism and hospitality industry has become a significant player in the global economy. At the same time, the Nordic Symposium has developed into an internationally recognized academic conference that entails the theoretical grounds and methodological issues but also addresses the more applied approaches to tourism and hospitality research.

The Symposium programme reflects the Nordic interests but also more universal topics are discussed. Themes like sustainability and responsible business, experientiality, innovation, and entrepreneurship are well represented, and also wider societal aspects like equality and human rights are touched upon. Thus, the symposium is well in line with the UNWTO's World Tourism Day celebrations, taking place just before our event on 27th of September, with the theme "Tourism for All – Promoting Universal Accessibility"

The 25th Nordic Symposium is a joint effort of the Finnish tourism researchers. The Turku Tourism Academy is responsible for organising the event but the scientific committee consists of tourism researchers from all over the country. Also, the PhD course is organised in cooperation with the Finnish University Network for Tourism Studies, the University of Lapland, the University of Eastern Finland and the University of Oulu.

We express our gratitude to all who have participated in creating this event; the organizing and the scientific committees, the keynote speakers, the session proposers and chairs, the board of the NORTHORS, all presenters and participants as well as our various partners and supporters.

We are looking forward to enthusiastic discussions at the current event and wish success and continuity for the next 25 years of Nordic Symposia.

Antti Honkanen and Juulia Räikkönen

SYMPOSIUM ORGANISERS

The 25th Nordic Symposium on Tourism and Hospitality Research is organized by the Turku Tourism Academy in cooperation with the Finnish Society for Tourism Research, the University Network for Tourism Studies and the Multidimensional Tourism Institute (University of Lapland).

Juulia Räikkönen, Conference Chair, University of Turku
Antti Honkanen, Chair of the Scientific Committee, Director, MTI, University of Lapland
Ira Lahovuo, Conference Assistant, University of Turku
Miia Grénman, Conference Organizer, Social Programme, University of Turku
Susanna Saari, Conference Organizer, Registration and Payment, Turku University of Applied Sciences

Organising committee

Juulia Räikkönen, University of Turku
Arja Lemmetyinen, University of Turku
Susanna Saari, Turku University of Applied Sciences
Ann-Karin Abrahamsson, Novia University of Applied Sciences
Sanna Lillbroända-Annala, Åbo Akademi
Miia Grénman, University of Turku
Mikko Manka, Univesity of Tampere
Peter Björk, Hanken School of Economics
Antti Honkanen, University of Lapland
Johan Edelheim, University of Lapland

Scientific committee

Antti Honkanen, PhD, Director, MTI, University of Lapland
Peter Björk, Professor, Hanken School of Economics
Johan Edelheim, Professor, University of Lapland
Raija Komppula, Professor, University of Eastern Finland
Auvo Kostiainen, Professor Emeritus, University of Turku
Arja Lemmetyinen, PhD, University of Turku
Juulia Räikkönen, PhD, University of Turku
Jarkko Saarinen, Professor, University of Oulu
Katriina Siivonen, PhD, University of Turku/Finland Futures Research Centre
Liisa Tyrväinen, Professor, Natural Resources Institute Finland (Luke)

SYMPOSIUM THEME – BALANCING DICHOTOMIES

Throughout the history of tourism and hospitality research, the basic theoretical assumptions have been based on various dichotomies, such as work–leisure, mass–individual, host–guest, push–pull, self–other, production–consumption, and local–global. These dichotomies help us understand and conceptualize tourism and hospitality as a phenomenon, but might also be used for accentuating one extreme, while understating the other.

In the last decades, the world has gone through major changes. What was once different is now familiar as experiences of foreign cultures, tastes, and fashions are constantly available even at our own doorstep. This has not, however, diminished international tourism. On the contrary, the desire to travel has become extremely ingrained in our post-industrial cultures. But what does ‘home’ and ‘away’ mean for the citizens of the excessively mobile societies of the 21st century, and where does work end and leisure begin when both are deeply embedded into our everyday lives.

Instead of emphasizing the extremes, this symposium aims to balance and deconstruct these dichotomies. The focus will be on how to benefit from their integration, for example, how urban tourism destinations can enhance tourist experiences by introducing rural or natural elements into their offerings, and how individual tourists can benefit from the scale economies of mass tourism. The mechanisms of the inclusions and exclusions, that are evident in these dichotomies, will be critically assessed.

The 25th Nordic Symposium on Tourism and Hospitality Research invites scholars across the disciplines to explore emerging research themes related to the various dichotomies within the field. The aim is to balance these dichotomies by discussing, challenging, and integrating the traditional assumptions of tourism. Therefore, we welcome all studies touching upon one or many extremes or continuums, proposing alternative concepts, frameworks or methodologies, and reporting empirical findings.

25 YEARS OF NORDIC TOURISM AND HOSPITALITY RESEARCH

BALANCING DICHOTOMIES

Turku Finland / September 28th–30th 2016

Call for Session Proposals

We began by sending out the Call for Research Proposals which resulted in 24 interesting session proposals on various aspects of tourism and hospitality research. We wish to thank the following session proposers for taking part in creating this event.

Session proposers

Anniken Førde, UiT the Arctic University of Norway
Arja Lemmetyinen, Turku School of Economics
Berit Kristoffersen, UiT The Arctic University of Norway
Bente Heimtun, UiT The Arctic University of Norway
Britt Kramvig, UiT The Arctic University of Norway
Constantia Anastasiadou, Edinburgh Napier University
Daniela Tommasini, University of Lapland
Elisabeth Vidon, State University of New York
Femke Vrenegoor, Stenden University
Gro Ellen Mathisen, University of Stavanger
Helena Ruotsala, University of Turku
Ingeborg Nordbø, University College of Southeast Norway
Jillian Rickly, University of Nottingham
José-Carlos García-Rosell, University of Lapland
Juho Pesonen, University of Eastern Finland
Juulia Räikkönen, Turku School of Economics
Kai Victor Hansen, University of Stavanger
Katrín Anna Lund, University of Iceland
Kirsti Mathiesen Hjemdahl, Agderforskning
Maija Mäki, University of Turku
Maria Thulemark, Dalarna University
Markku Vieru, University of Lapland
Martin Falk, Austrian Institute of Economic Research
Miia Grénman, Turku School of Economics
Minni Haanpää, University of Lapland
Mònica Molina, Universitat Autònoma de Barcelona
Peter Björk, Hanken School of Economics
Raija Komppula, University of Eastern Finland
Reidar J. Mykletun, Molde University College
Samuel Piha, Turku School of Economics
Sanna Kyyrä, University of Lapland
Sarah Seidel, Stenden University of Applied Sciences
Satu Pekkala, University of Lapland
Seija Tuulentie, Natural Resources Institute Finland
Susanna Heldt-Cassel, Dalarna University
Trude Furunes, University of Stavanger
Ulla Hakala, Turku School of Economics
Young-Sook Lee, UiT The Arctic University of Norway

Call for Abstracts

In the Call for Abstracts, we received a total of 161 abstracts which were subjected to a double blind review process. We thank the following reviewers for increasing the quality of the symposium by taking time to evaluate the abstracts.

Reviewers

Anne-Mette Hjalager, University of Southern Denmark
Anniken Førde, UiT the Arctic University of Norway
Antti Honkanen, PhD, University of Lapland
Arja Lemmetyinen, Turku School of Economics
Auvo Kostiainen, University of Turku
Bente Heimtun, UiT The Arctic University of Norway
Berit Kristoffersen, UiT The Arctic University of Norway
Britt Kramvig, UiT The Arctic University of Norway
Constantia Anastasiadou, Edinburgh Napier University
Daniela Tommasini, University of Lapland
Dorthe Eide, Nord University
Femke Vrenegoor, Stenden University
Gro Ellen Mathisen, University of Stavanger
Göran Andersson, Södertörn University
Helena Ruotsala, University of Turku
Heli Marjanen, Turku School of Economics
Henna Konu, University of Eastern Finland
Hilkka Lassila, Savonia University of Applied Sciences
Ingeborg Nordbø, University College of Southeast Norway
Jarkko Saarinen, University of Oulu
Jillian Rickly, University of Nottingham
Johan R. Edelheim, University of Lapland
José-Carlos García-Rosell, University of Lapland
Juho Pesonen, University of Eastern Finland
Juulia Räikkönen, Turku School of Economics
Kai Victor Hansen, University of Stavanger

Katriina Siivonen, University of Turku/Finland Futures Research Centre
Katrín Anna Lund, University of Iceland
Kirsti Mathiesen Hjemdahl, Agderforskning
Leena Alakoski, Laurea University of Applied Sciences
Liisa Tyrväinen, Natural Resources Institute Finland
Maija Mäki, University of Turku
Malin Zillinger, Lund University
Maria Thulemark, Dalarna University
Markku Vieru, University of Lapland
Martin Falk, Austrian Institute of Economic Research
Miia Grénman, Turku School of Economics
Minni Haanpää, University of Lapland
Mònica Molina, Universitat Autònoma de Barcelona
Outi Niininen
Peter Björk, Hanken School of Economics
Raija Komppula, University of Eastern Finland
Reidar J. Mykletun, Molde University College
Saila Saraniemi, University of Oulu
Salla Jokela, University of Helsinki
Sanna Kyyrä, University of Lapland
Sanna Lillbroända-Annala, Åbo Akademi
Sanna-Mari Renfors, Satakunta University of Applied Sciences
Sarah Seidel, Stenden University of Applied Sciences
Satu Pekkala, University of Lapland
Seija Tuulentie, Natural Resources Institute Finland
Susanna Heldt-Cassel, Dalarna University
Telle Tuominenm, Turku University of Applied Sciences
Trude Furunes, University of Stavanger
Ulla Hakala, Turku School of Economics
Young-Sook Lee, UiT The Arctic University of Norway

Symposium tracks and sessions

After the review process and some withdrawals and cancellations we ended up with 133 research abstracts that fall into the following tracks and sessions:

Theoretical grounds of tourism and hospitality

- Tourism knowledge
- Authenticity – Productive dichotomies, creative discourses
- Gender identities in tourism – Performances and challenges
- (Re)Framing tourism governance – Taking the bull by the horns?

Sustainable, responsible and ethical tourism

- Influencing sustainable behaviour in tourism and hospitality
- Mobilizing responsibility – Rethinking collaboration and research designs
- Wrestling with the ethical questions of cultural heritage in the tourism industry
- Inclusive tourism or tourism for all? – Best practices in the tourism sector

Tourism experiences

- Sense or sensibility? – The cognitive and affective nature of tourism experiences
- Food, gastronomy, and culinary experiences
- Analysing experiences –Events and festivals
- Winter adventures in the North: performances and responsibilities
- Winning the hearts and wallets of tourists through successful branding
- Urban versus rural tourism landscapes

Tourism business - Marketing, innovation and digitalization

- Images, perceptions, motivation, and tourist segments
- Human factors and the provision of tourism and hospitality services
- The tourism industry and academia side by side
- Marketing and innovation in tourism and hospitality
- Marketing, innovation and digital business in tourism and hospitality
- The digital future of tourism and hospitality – Connecting or dividing stakeholders?
- Entrepreneurial activity in hospitality and tourism
- Volunteers in the tourism industry

Research methodology

- Conducting high quality tourism and hospitality research – Reflections and demonstrations of methodological approaches
- Quantitative approaches in tourism research

PARALLEL SESSION OVERVIEW

Track and room:	Thursday 29 September 2016 10.45–12.30	13.15–15.00	15.20–17.00
Theoretical grounds of tourism and hospitality PIETARI	Gender identities in tourism – Performances and challenges	Tourism knowledge I	Tourism knowledge II
Sustainable, responsible and ethical tourism KRISTIINA	Mobilizing responsibility – Rethinking collaboration and research designs I	Influencing sustainable behaviour in tourism and hospitality I	Influencing sustainable behaviour in tourism and hospitality II
Tourism experiences KUSTAA	Sense or sensibility? The cognitive and affective nature of tourism experiences I	Sense or sensibility? The cognitive and affective nature of tourism experiences II	(Winter) Adventures in the north: Performances and responsibilities
Images, perceptions and motivation EERIK	Urban versus rural tourism landscapes	Images, perceptions, motivation and tourist segments I	Images, perceptions, motivation and tourist segments II
Tourism business – Marketing, innovation and digitalization KATARIINA	Marketing and innovation in tourism and hospitality	The digital future of tourism and hospitality – Connecting or dividing stakeholders?	Marketing, innovation and digital business in tourism and hospitality
Methodology, governance and human factors JUHANA	Conducting high quality tourism and hospitality research	(Re)framing tourism governance – Taking the bull by the horns?	Human factors and the provision of tourism and hospitality services I

Track and room	Friday 30 September 2016 9.15–10.15	10.40–12.00	12.50–13.30
Theoretical grounds of tourism and hospitality PIETARI	Volunteers in the tourism industry	Authenticity – Productive dichotomies, creative discourses	Tourism knowledge III
Sustainable, responsible and ethical tourism KRISTIINA	Mobilizing responsibility – Rethinking collaboration and research designs II	Wrestling with the ethical questions of cultural heritage in the tourism industry	Inclusive tourism or tourism for all?
Tourism experiences and branding KUSTAA & JUHANA	Food, gastronomy and culinary experiences	Analysing experiences – Events and festivals	Winning the hearts and wallets of tourists through successful branding
Cooperation and quantitative approaches EERIK	The tourism industry and academia side by side	Quantitative approaches in tourism research I	Quantitative approaches in tourism research II
Entrepreneurial activity and human factors KATARIINA	Entrepreneurial activity in hospitality and tourism I	Entrepreneurial activity in hospitality and tourism II	Human factors and the provision of tourism and hospitality services II

SYMPOSIUM TIMETABLE

Tue 27 Sept.	Wed 28 Sept.	Thu 29 Sept. *Radisson Blu Marina Palace*	Fri 30 Sept. *Radisson Blu Marina Palace*
PhD course 9.00–14.00 *Turku University of Applied Sciences*	PhD course 9.00–15.30 *Turku University of Applied Sciences*	Symposium opening, Keynote presentations 8.30–10.15	Keynote presentation 8.30–9.15
			Parallel session IV 9.15–10.15
Pretour to Naantali 11.00–		Coffee 10.15–10.45	Coffee 10.15–10.40
		Parallel sessions I 10.45–12.30	Parallel sessions V 10.40–12.00
		Lunch 12.30–13.15	Lunch 12.00–12.50
		Parallel sessions II 13.15–15.00	Parallel sessions VI 12.50–13.30
Pretour to Naantali with the PhD students 14.00–23.00		Coffee 15.00–15.20	Keynote presentation, Symposium closing 13.30–15.00
			Coffee 15.00–15.30
		Parallel sessions III 15.20–17.00	Bus transfer to the Turku Airport 15.15
	Guided tour along the River Aura 17.00–		
	Welcome reception *Turku City Hall* Buffet dinner 18.30–20.00	Gala Dinner *VPK House* 19.00–01.00	

DETAILED SYMPOSIUM PROGRAMME

Wednesday 28 September 2016

15.00–17.00	Registration at the Radisson Blu Marina Palace Hotel
17.00 à	Guided tour along the River Aura (1 hour)
18.30–20.00	Welcome reception at the City Hall

Thursday 29 September 2016

7.30 à	Registration at the Radisson Blu Marina Palace Hotel
8.30–8.45	Opening words: Antti Honkanen, Chair of the Scientific Committee Kalervo Väänänen, Rector, University of Turku
8.45–9.30	KEYNOTE: Dr. Muchazondida Mkono: “*Cecil and the trophy hunter: Voices over dichotomies"*
9.30–10.15	KEYNOTE: Dr. Tom Selänniemi: *”Cashing in on the sacred journey – Applying theory into practice in the tourism business”*
10.15–10.45	Coffee
10.45–12.30	Parallel sessions I
12.30–13.15	Lunch
13.15–15.00	Parallel sessions II
15.00–15.20	Coffee
15.20–17.00	Parallel sessions III
19.00–01.00	Gala Dinner at the VPK house

Friday 30 September 2016

8.30–9.15	KEYNOTE: Professor Stuart Roper: “*The multi-layered meanings of place and the difficulties of place branding”*
9.15–10.15	Parallel sessions IV
10.15–10.40	Coffee
10.40–12.00	Parallel sessions V
12.00–12.50	Lunch
12.50–13.30	Parallel sessions VI
13.30–14.15	KEYNOTE: Professor Reidar J. Mykletun: “*25 years of Nordic research on tourism and hospitality – Past, present and future”*
14.15–15.00	Comments and Conference closing
15.00–15.30	Coffee
15.15–15.45	Bus transportation to the Turku airport

KEYNOTE SPEAKERS

Tom Selänniemi

Tom Selänniemi (PhD) is the Director of the Finnish Nature Centre Haltia and has over 25 years of experience in tourism research and business. Before entering the business sector, Tom made a 10-year academic career in the anthropology and sociology of tourism. In his PhD research, Tom examined the anthropology of Finnish outbound package tourism and, later on, became an expert on sustainability issues within tourism and hospitality.

Tom Selänniemi was the chair of the Tour Operators' Initiative for Sustainable Tourism Development (TOI) for seven years, and worked for a decade for the largest Finnish tour operator Aurinkomatkat – Suntours, holding the position of Deputy Managing Director for three (of those) years. Before his current position as the director of Nature Centre Haltia, Tom worked as a consultant for investments in sustainable tourism and as the director for corporate relations at UNICEF Finland.

At this conference, Tom Selänniemi will present his views on combining academic and industry perspectives as well as discuss the sustainability of mass tourism versus the unsustainability of ecotourism.

Muchzondida Mkono

Muchazondida Mkono (PhD) is a Postdoctoral Research Fellow at the University of Queensland, Australia. Without a doubt, Mucha will be one of the future stars of tourism research and, already now, her list of publications is outstanding. In her recent research, Mucha has addressed, for instance, the theme of "reflexive tourist" in the context of slum tourism and currently she examines the ethics of trophy hunting, inspired by the social media outrage over the shooting of Cecil the Lion in her home country, Zimbabwe.

Remarkably, a few years back Mucha Mkono completed her PhD in just two years, while publishing 11 refereed journal articles at the same time. In her PhD study, she used the idea of "cultural entertainment" to describe the process of adding aspects of indigenous culture to food service. For the academic excellence and significant contribution to her field of knowledge, the Southern Cross University awarded her with the Chancellor's Medal.

At this conference, Mucha Mkono will share insights on the dichotomies she has grappled with when trying to understand tourism experiences in Africa. As a researcher, she often draws from her African background, as well as from social media, tackling a range of themes including food experiences, authenticity quests, poverty, and moral-ethical dilemmas.

Stuart Roper

Stuart Roper (PhD) is Professor of Marketing at the University of Bradford, School of Management and also a visiting professor at the Turku School of Economics at the University of Turku. Stuart is a well-known authority in the field of corporate branding and reputation management and he has published work specifically on two main areas of research: brands and litter and branding's effect on the self-esteem of children.

Prior to entering academic life, Stuart Roper spent 10 years as a marketing manager in the telecommunications sector. He has also worked with diverse business organisations such as major retailers, manufacturers, and business-to-business service companies as well as the not-for-profit sector oragnisations.

At this conference Stuart Roper will present his ideas on the difficulties of place branding which without a doubt is a major challenge for all tourism destinations.

Reidar J. Mykletun

Reidar J. Mykletun **(**PhD) is Professor Emeritus at the University of Stavanger (psychology), Visiting Professor at Molde University College (event management), and runs his own company Professoren AS in Norway. His research themes include adventure tourism and extreme sports; event and festival management; work-related issues like work environment, stress and health; organisational leadership; demographic change and the ageing workforce, as well as age management.

Reidar J. Mykletun has worked as the Head of Research at the Rogaland Research Institute for six years and another six years as the Dean of the Norwegian School of Hotel Management. He initiated the Scandinavian Journal of Hospitality and Tourism and was one of its Chief Editors from 2000 to 2013. Furthermore, Reidar is a member of the Royal Norwegian Society of Sciences and Letters, the Scientific Academy of Stavanger, the European Academy of Management, and the European Association of Work and Organisational Psychology. He has received the Price for Research Excellence by the Rogaland Research Institute and participates in several journal editorial and review boards.

At this conference, Reidar J. Mykletun will share his extensive knowledge and first-hand information on the development of the Nordic tourism and hospitality research in the past 25 years. Can you think of a better expert for this task? Neither can we.

ABSTRACTS IN ALPHABETICAL ORDER BY THE CORRESPONDING AUTHOR

A

Attitudes towards competence development among employees in Tourism Industry: A Swedish pilot study

Saeid Abbasian, Södertörn University, saeid.abbasian@sh.se

This study aims to investigate empirically what attitudes employees in tourism industry have towards participation in publicly funded competence development programmes. Such investigations are lacking in the research on Tourism industry. By competence development here means participation in personal competence development programmes that might have a positive impact on the staff's learning and on their work places. This impact will be found out through the employees' subjective perceptions. In this study the terms "competence development programmes" "training programmes" and "skills development programmes" are used as synonym. Also in accordance with Statistics Sweden terms of "business" and "work place" are used as synonym. The methodological approach used in this study is email-interviews with 12 employees (four women, eight men) that have participated in these programmes during recent years. This includes CEOs, owners, employees and one instructor that also is a business owner himself. A majority of them have academic education and their average working years in the industry is 17. They represent various sub-industries. Their average age is 46 and they mostly come from small sized firms. They participated in different courses that were offered by public organizations for employees and employers, or by private organizations. The courses were paid either by public means, by the firm or by a combination of both. The courses were mostly organized by public organizations but in some cases also by private organizations or a mix of private and public. They expressed that their participation in general had a positive or very positive impact on their workplace, and among others resulted to better knowledge, to acquire a wider network, new ideas, new experiences and opportunities and gave more inspiration, motivation and self-confidence. Concerning effectiveness of courses offered by the public organization the opinions are different; some had no comments about it, some found them very effective, some believed that these courses are effective in some but not in all cases, and finally some believed that courses organized by private organizations are more effective. The largest problems for competence development in the industry are lack of time and money and lack of tailored courses.

Keywords: competence development, tourism Industry, attitudes, impact, Sweden

Session: Human factors and the provision of tourism and hospitality services I

Adjusting Staff Hours to Changing Demand for Hotel Rooms: Evidence from Norway

Fikru Alemayehu, University of Stavanger, fikru.k.alemayehu@uis.no

Sigbjørn Tveterås, University of Stavanger, sigbjorn.tveteras@uis.no

Optimal staffing is the key factor for achieving operational goals such as cost minimization, service quality or productivity improvement in the hotel sector. However, since work contracts and regulations, employees' own wishes for work hours and other considerations create constraints in staffing flexibility, it is challenging hotel managers to match staffing level with a stochastic demand. This leads to various levels of suboptimal staffing. The main objective of this study is to analyze to what degree hotel managers are able to match the staff level with the changing demand for hotel rooms. We estimate a dynamic demand model for hotel labor hours based on a daily data of around 100 hotels belonging to three different chains to answer this question. The result will show us the temporal adjustment pattern and drivers of staffing level based amongst other on demand. Moreover, we will test the hypotheses that 1) population density and 2) number of hotels in own chain in an area increase staffing flexibility due to access to a larger pool of skilled employees. The paper also discusses other factors that explain the variation and provides managerial implications.

Keywords: workforce scheduling, dynamic demand, panel data, hospitality

Session: Human factors and the provision of tourism and hospitality services I

"It's all Greek to me"! Stakeholder perspectives on Scotland's reformed tourism structures

Constantia Anastasiadou, Edinburgh Napier University, c.anastasiadou@napier.ac.uk

Processes of territorialisation, devolution and rescaling within Europe are creating spatially redefined destinations that are giving rise to novel and distinctive tourism structures (Coles et al., 2014), which are operating in environments of constrained public finances that often challenge the legitimacy and appropriateness of continuing public sector financial support for tourism. In addition, there is evidence of pluralization of destination management activities taking place and communities of interest are reassessing their approaches (Dredge and Jamal, 2013) in reaction to their changing external environments. Wishing to explore how the restructuring of VisitScotland, the national tourism body, in 2007 affected the creation of sub-national tourism structures in Scotland and how local stakeholders were making sense of these changes, the researcher carried out a three step, mixed method data collection process. First, desk and Web research helped to define, identify and classify the existing number and types of destination development organisation bodies that evolved as a result of the restructuring processes. Then a quantitative survey of destination development bodies (N=40, sampled all and achieved 35% response rate) established their composition and structures, the style of decision and policy making and levels of collaboration with other local, regional and national partners. Following the analysis of the survey, 28 in depth qualitative interviews were carried out at regional level across Scotland based on the official area tourism partnerships to establish the dynamics between organisations. The findings suggest that fluidity and pluralism are key characteristics of the Scottish tourism policy environment. The government economic agencies remain influential players in the tourism system; however, there is also evidence of local destination self-governing networks forming that focus on knowledge management and product innovation. Historical and organisational imprinting is evident in the establishment of some of the new structures whose efficiency, relevance and legitimacy is at times questioned. The paper's theoretical contribution lays in the adoption of an interdisciplinary perspective that combines organisational theory and governance as lenses of analysis, in response to Dredge and Jamal (2013)'s call for more critical engagement with tourism public policy and practice.

Keywords: Scotland, governance, sense making, policy

Session: (Re)framing tourism governance – Taking the bull by the horns?

Economic and policy implications of reducing VAT rates in hotel sector in Denmark

Lene Feldthus Andersen, Center for Regional and Tourism Research, Denmark, lfa@crt.dk

Jie Zhang, Center for Regional and Tourism Research, jie@crt.dk

The purpose of this paper is to shed light on the possible economic and policy implications of implementing a reduced VAT rate in hotel sector in Denmark. The paper gives an overview of VAT rates in hotels in the EU countries, among them Denmark is one of the highest. The economic modelling approach is adopted to estimate the potential economic benefits from three different scenario analysis. The first scenario is a reduction of hotel VAT for the Danish business tourists, as this has already implemented in Denmark. The second and the third scenarios are given a reduction of hotel VAT to foreign tourists and Danish leisure tourists at a level comparable with Sweden. Economic and policy implication from the foreign hotel tourists reflect the ability of competitiveness of the Danish hotel industry. Tourism demand from previous research in various countries shows tourism product (e.g. hotel) is a rather elastic to the price. The assumption for price elasticity is made at -1% based on the two studies of tourism demand estimation for tourists in Denmark. The setting for the model estimation is a 10% - increase in demand by the above mentioned three types of tourists. The increase in tourist bed nights results in changes in income, employment and governmental revenue, etc. These results will be presented by regional effects, such as by the large cities and rural and coastal regions. The consequences from the model calculations are also compared with the results from cost-benefit analysis (CBA). Conclusion shows the current policy of deduction for business tourists who stay at hotels benefits the urban areas most. It is interesting to discuss and argue for the rural and coastal regions in Denmark that how will VAT reduction benefit for them. In other words, if the strategic objective is to improve and spur growth in rural leisure tourism, reduction of hotel VAT is the most suitable VAT regulating instrument. The increased turnover may have increased investments in development of the product as a consequence which in turn may lead to improvements in the hotel competitiveness, capacity and quality in rural leisure tourism.

Keywords: VAT rates in hotels, tourism economic impact, price elasticity, competitiveness in hotel industry

Session: (Re)framing tourism governance – Taking the bull by the horns?

Tourist experiences of heritage attractions - how can cognitive and affective aspects of experience be used in attraction development?

Göran Andersson, Södertörn University, goran.andersson@sh.se

There has been a paradigm shift from heritage being only preserved, to also being shown as a tourist attraction. One of two diverse approaches amongst scholars to define heritage tourism is to use a visitor-experience perspective (Apostolakis, 2003). Different segments of tourists have their own unique experiences of the heritage. Specific aspects can be used to explain the experience, such as the “classical” aspects by Pine & Gilmore (1999). In addition, in the last few years other experience aspects have been identified, such as kick, comfort, competence and contact (Kairos Future, 2011). The concept of “the experience room” (Mossberg, 2003) is used to present an experience context. The assumption of this study is that the experience landscape is made up of perceptive signals that cover the human senses. Although one can ask how this approach supports the development of attractions. Cognitive and affective experiences were discussed at conferences on memory tourism in Estonia 2013-14, used in the pilot study to this research. The purpose of the present study is to enhance the knowledge about how tourist's experiences of heritage attraction can be analysed into aspects of experience for different segments of tourists, and secondly, how the human senses influence the tourist's cognitive and affective experiences. An overall case study method will be used to study four maritime tourist attractions. The study consists of unstructured ethnographical interviews, experimental observation of tourists, and tourist's own evaluations during the experience. The research contribution is to shed light to how meaningful aspects of experience can represent the experience of heritage attractions for different target groups. This is based on an analysis on whether tourist experience aspects can emerge from the sensory impressions of tourists' experiences (Agapito et. al, 2014). Another contribution is to figure out how the sense perception can be connected to affective and cognitive aspects that result in a joint experience of an attraction. The pilot study showed that enhanced customer investigations of tourist's experiences are needed, which will be further more analysed. In the end this research will hopefully give attraction developers new tools to generate innovative and well-attended heritage attractions.

Keywords: tourist experiences, heritage attraction development, human senses, experience aspects, tourist investigations

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences I

"Tourist segments' perceptions of city destinations – Balanced marketing by tourism companies and destination organisations"

Göran Andersson, Södertörn University, goran.andersson@sh.se

Saeid Abbasian, Södertörn University, saeid.abbasian@sh.se

All tourism destinations have unique characteristics that constitute their identity (Valls et al., 2012). Tourism companies, in turn, exploit these when planning and marketing product concepts for different market segments. In recent decades, the cities in the Baltic Sea region (BSR) have undergone a change considering their profiles as more well-known tourism destinations. Meanwhile, even the degree of professionalism in the tourism industry has increased. This opens opportunities for new forms of image marketing (Lucarelli & Berg, 2011). In order to understand city tourism better a comparison between urban and rural tourism will be made. Each destination and the associated companies have to develop their products and marketing campaigns in order to effectively promote themselves to various tourist segments. The purpose of this research project is to investigate the characteristics of city destinations, and how tourist segments translate them into destination images, and further how the image influences motivations for travel choice. Our theoretical framework consists of city destination concepts, destination characteristics and images, tourist segments' motivations and destination branding. In our pilot study, typical characteristics and tourist segments were found in the case of destination Stockholm. This result will be used when investigating how different tourist segments translate characteristics to an image perception. The planned research will take a multidisciplinary approach with an explorative purpose. A case study of two typical BSR-cities will be conducted, using interviews, statistical data, web site analysis and destination document studies. The knowledge contribution relates primarily to new forms of city destination characteristics and their impact on visitor travel motivators. Furthermore, a model for investigating segments' "image positions" will be developed based on a new kind of demand of city tourism and a more professional tourism industry, even though it is a complex task to determine image positions (Stepchenkova & Mills, 2010). Our hypothesis is that tourist segments are more interested in what city destination can offer today, but the supply side needs more knowledge how to influence the segments' travel motivators. We hope that the acquired knowledge will support destination organisations (DMO) and tourism companies to develop their tools for image marketing.

Keywords: destination characteristics, tourist segments, image position, tourist motivator, image marketing

Session: Images, perceptions, motivation and tourist segments I

Sex, Gender and Rock n' Roll - A Study of Sex, Self-Perceived Gender, Neutrinity and Food at a Music Festival

Tommy Andersson, University of Gothenburg, tommy.andersson@handels.gu.se

Henrik Jutbring, University of Gothenburg, henrik.jutbring@handels.gu.se

In this exploratory study, a distinction between sex and gender is made whereby sex is biologically defined and gender is defined in relation to identity and identification. Sex is therefore a binary variable whereas self-perceived gender is measured through a self-assessment on a 7 point scale. The major issues addressed are whether the two concepts are overlapping or different and whether it increases our understanding to regard them as two discriminate concepts. The explanatory power is assessed by statistical analyses of food habits among 2091 visitors to a music event. Results demonstrate that the gender categories "masculine" and "feminine" together with a new proposed gender category "neutrine" give a better description of food habits than the sex categories "male" and "female" do. A conclusion is that self-perceived gender may increase our understanding of both attitudes and behaviour. It is therefore recommended to include self-perceived gender, besides sex, among standard socio-demographic variables in consumer surveys.

Keywords: sex, self-perceived gender, neutrinity, food preferences

Session: Gender Identities in tourism – Performances and challenges

EVENT PORTFOLIO ANALYSIS: RISK AND RETURNS

Tommy Andersson, University of Gothenburg, tommy.andersson@handels.gu.se

Donald Getz, University of Calgary, getz@ucalgary.ca

Events within a managed portfolio have asset values that reflect portfolio goals, structure, and evolution. In this paper the meaning and measurement of asset value, returns and risk within managed event portfolios are discussed from the perspective of a city or destination, drawing upon both tourism concepts and financial portfolio theory. Conceptual development includes an examination of different stakeholder perspectives on portfolios, ways to define and measure asset value, returns, risk, and portfolio management strategies. Selected data are presented from research conducted in the Sunshine Coast region of Australia, to illustrate several key points, including the notion of 'efficient frontier'. A set of propositions is included in the concluding section with the intent that further research and case studies be applied to advancing this topic. Implications are drawn for strategists, policy makers and evaluators.

Keywords: risk and return, event portfolio, evaluation, policy, strategy

Session: Analysing experiences – Events and festivals

With a little help from my friends: relational work in horse-related enterprising

Erika Andersson Cederholm, Lund University, erika.andersson_cederholm@ism.lu.se

Malin Åkerstöm, Lund University, malin.akerstrom@soc.lu.se

The present paper analyses the indistinct boundaries between formal and informal economic exchanges, with a focus on friendship and work relations. To illustrate these intersections, we present a study of Swedish lifestyle entrepreneurs who run small-scale horse-related enterprises in tourism and hospitality. The specific characteristics of this form of business – in which the horse farm owners/operators, customers, employees, and voluntary workers share a leisure interest in horses and participate in the everyday work on the farm – provide the foundation for an economic environment where personal favour exchanges and a gift economy are intertwined with a market economy. Drawing on Viviana Zelizer's notion of 'relational work,' applied in a context where the gift economy is based on individual leisure interests and leisure-based friendship, the present analysis focuses on how relationships, transactions, and forms of repayments are constantly negotiated along a continuum between work-oriented friendship and friendly work relations. The empirical illustrations demonstrate the limitations of the notion of boundary work often employed in studies of relational work—which emphasizes boundary definition. In contrast, it seems that relational work may also involve practices that maintain indistinct boundaries between different types of relationships, thus sustaining tension between a formal and informal economy.

Keywords: relational work, informal economy, favour exchanges, friendship, leisure

Session: Entrepreneurial activity in hospitality and tourism I

Innovations in the Swedish hotel industry

John Armbrecht, Centre for Tourism, University of Gothenburg, john.armbrecht@handels.gu.se

Wajda Wikhamn, Centre for Tourism, University of Gothenburg, wajda.wikhamn@handels.gu.se

Björn Remneland Wikhamn, Centre for Tourism, University of Gothenburg, bjorn.wikhamn@handels.gu.se

Innovations are an engine for business survival, competitiveness, and growth because of their positive impacts on customer preference, service quality, employee productivity, firms' market value and share, and customer retention. However, Hjalager (2010) states that "rigid innovation research is applied only to a limited extent and empirical tests of the phenomenon have been modest" (p. 1) in the hotel industry. The purpose of this study is to describe innovation production in the Swedish hotel sector. The study aims to (1) map product-, process-, organizational- and marketing innovations, and (2) seeks to empirically investigate which factors predict innovation production in Swedish hotels. Hotel managers were asked about any product/service, process, organizational, and marketing innovation produced during 2014. Respondents were also asked if their hotel had an explicit innovation strategy, expenditure on R&D during 2014. Questions about hotel type, affiliation, size and turnover were also included. Our findings suggest that the hotel industry is comparatively innovative. Seven out of ten hotels produced at least one type of innovation during 2014. Most frequent are product and marketing innovations. Important factors for innovation are the existence of an explicit innovation strategy, allocation of financial resources, and running a restaurant facility in the hotel. Affiliating with a business group, size, and turnover have no effect on innovation. The study suggests that 'strategy' is a key and aligning organizational activity with organizational goals has a positive impact on innovativeness. Therefore the existing Swedish national innovation strategy in the hospitality industry should recommend hotels to position the notion of 'innovation' on the strategic level. Furthermore, hotels seeking to develop innovations should place innovation on the agenda by creating an innovation strategy and following up its implementation. Finally, having an innovation strategy requires that resources be allocated for its implementation.

Keywords: hotel, innovation, strategy

Session: Marketing and innovation in tourism and hospitality

Experience and service quality in an event setting

John Armbrecht, Centre for Tourism, University of Gothenburg, john.armbrecht@handels.gu.se

Erik Lundberg, Centre for Tourism, University of Gothenburg, erik.lundberg@handels.gu.se

The application of concepts such as service quality, value and satisfaction to explain behavioral intentions and predict behaviour is well documented in marketing theory. Service quality has received acceptance primarily within a cognitive, utilitarian realm, and proven to be useful as a predictor of e.g. consumer value and behavior. However, within a service and particularly within an experience economy context, service quality as a functional aspect of the consumer experience, has shown to poorly explain how and why consumer value is created. Holbrook (1999) therefore proposed three dichotomies to describe consumer value. They include extrinsic versus intrinsic, self-oriented versus other-oriented and active versus reactive aspects. A different approach might be to use functional, social, conditional, emotional and epistemic values to embrace consumer value (Sheth, Newman, and Gross, 199). Within a tourism context, Gursoy, Spangenberg, and Rutherford (2006) found hedonic and utilitarian aspects of value to be useful in explaining event attendance. This study aims to develop a model that combines affective/hedonic with functional aspects of the experience to explain consumer value. In particular, the relationships between and the validity and reliability of service quality and experience quality as measures of an event experience will be assessed. Thereafter the study aims to test the appropriateness of using both service quality and experience quality to predict experience value, satisfaction, behavioral intentions and behavior. The hypothesis is that service quality acts as a hygiene factor or 'dissatisfier' while experience quality is a motivator and 'satisfier'. The model is tested on several participation sport events in a Swedish context.

Keywords: event experience, affective, hedonic, quality

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences II

B

Second home landscapes in Sweden: investigating the "hidden giant" of tourism

Andreas Back, Umeå University, andreas.back@umu.se

Roger Marjavaara, Umeå University, roger.marjavaara@umu.se

Second home tourism is one of the most popular forms of tourism, particularly in the Nordic countries. Previous research on second homes has revealed that there are considerable differences within the category of second homes. Examples of second homes in Hall and Müller's Tourism, Mobility and Second Homes (2004) and Roca's Second Home Tourism in Europe (2013) speak of rustic Australian shacks, lonely cabins in the Norwegian mountains, spacious Swedish archipelago villas and palatial Russian dachas. Indeed, second home tourism is not even a phenomenon restricted to rural areas, but also for places that could qualify as the spitting image of the urban, such as central London or New York (Paris 2011). Still, second homes are often grouped together and studied as a unitary category. This problem is a theme that has been singled out by Müller, Hall and Keen, when stating that a "major factor influencing the impact on rural change that has not been sufficiently discussed in previous studies of second homes is the composition of the second home stock" (Müller, Hall et al. 2004, p. 16). In this paper we pick up the gauntlet by using their theoretical model in order to map the composition of the Swedish second home stock. By doing this we aim to show the heterogeneous nature of second homes. The model divides second homes into four types along two axes: distance from the owner and attractiveness of the area. We apply the model using data on 600 000 second homes in Sweden and create four distinct second home landscapes. These landscapes are then mapped using GIS. The results show the uneven geography of second home tourism, revealing significant and steep differences between peripheral areas and urban hinterlands, tourism hot-spots and areas in decline. From these results we argue that there are considerable reasons to move away from thinking of second homes as a unitary category. Instead, we argue for greater sensibility of place, viewing second homes as an umbrella concept with dwelling use in focus.

Keywords: second homes, planning, mobility, uneven development, GIS

Session: Urban versus rural tourism landscapes

The effect of uncertainty in online information search for travel planning: A segmentation study.

Gabriela Joanna Baeza Villanueva, Lund University, gj.baeza@gmail.com

Malin Zillinger, Lund University, malin.zillinger@ism.lu.se

The purpose of this study is to examine the individual and combined effect of uncertainty avoidance in online information search behavior for travel planning, amongst different demographic segments of international travelers. The proposed constructs and the hypothesized relationships between them were derived from an extended literature review. Data collection began with a cross sectional online survey based on a multi frame sample technique directed to international travelers (n=236). Additionally, a complementary travel planning exercise (n=6), was conducted via long distance and entirely online. During the exercise, participants were encouraged to plan a vacation in the comfort of their own home and with the use of their personal computers, as their screens were made visible to the researcher with the aid of computer software. This method was used to gather data that would not rely on memory and provide a more hands on approach to the phenomenon in question. These contrasting methodologies provided conflicting, yet thought-provoking data regarding the online information search behavior of diverse international travelers. The results draw insights that can be used to further fuel an interesting discussion within the academia regarding the use of different methodologies, as opposing or complimentary, in various research scenarios. The main findings of the study signal a positive relationship between uncertainty avoidance and online information search, meaning that higher uncertainty levels lead to a more intensive information search behavior on different online platforms. These results contribute to existing knowledge and attempt to bridge the misperception gap resulting from the contradictory results found in academic literature. The managerial implications of this research are related to the foundation of a more effective communication strategy that focuses on bringing service providers closer to their potential customers. Particularly, it encourages service providers to further evaluate the needs of potential customers, in terms of information, in order to increase their opportunity to be considered as a provider at early stages of the customer's travel planning process.

Keywords: uncertainty, online information search, travel planning, demographic segmentation

Session: The digital future of tourism and hospitality – Connecting or dividing stakeholders?

Tourism in the Icelandic media

Thorny Bardadottir, Icelandic Tourism Research Centre, thorny@unak.is

The Icelandic tourism industry has grown at an accelerated speed since 2010 when it counted for under 18% of the country's foreign exchange income. In 2014 the tourism industry represented around 28% of Iceland's FX (Óladóttir, 2015). Hence Icelandic society has had to adapt to dramatic changes due to this growth. This study presents preliminary results of an ongoing research on how the Icelandic tourism sector is and has for the last years been portrayed by the Icelandic media. Taking focus in theories of the role and importance of the media in Western societies and media framing (McCombs, 2014) the research goal will be to cast a light on if the rapid growth of the sector in the country's economy is reflected in the coverage of the Icelandic media on the topic, ex. by looking into interviewers, the visibility of articles and use of pictures. References: McCombs, M. (2014). Setting the agenda: The mass media and public opinion. Cambridge: Polity Press. Óladóttir, O. Þ. (2015). Tourism in Iceland in figures. April 2015. Icelandic Tourist Board. Accessed May 1st, 2016. Retrieved from http://www.ferdamalastofa.is/static/files/ferdamalastofa/Frettamyndir/2015/mai/tourism-in-iceland-in-figures_15.pdf

Keywords: tourism, media

Session: Images, perceptions, motivation and tourist segments I

Contested Authenticities: how Sámi Enterprises present Themselves in the Context of Tourism Marketing

Cecilia de Bernardi, University of Lapland, cdeberna@ulapland.fi

The aspect of authenticity is generally considered a very important means to attract tourists. Different enterprises and destinations compete for visitors and authenticity has always been an important factor for visitors when deciding on a destination to travel to. Within the context of indigenous and cultural tourism, several studies have criticised the way in which Indigenous and local populations are portrayed in order to attract tourists. The arguments are mainly centred around the use colonial images and descriptions that are no longer corresponding to reality. Since the question of authenticity has been an often debated one in tourism research, this study presents another perspective on the discussion on tourism marketing in relation to authenticity. Through different approaches of discourse and content analysis, this study has analysed websites of Sámi tourism companies in Sweden. These companies have been certified through the Swedish tourism organisation VisitSápmi, which was created by the Swedish Reindeer Herders Association. The main qualitative analysis focuses on how these companies present their relation to Sámi culture and history. Subfields of analysis include an evaluation of the use of language and imagery, as well as a study of the historical and cultural characteristics the companies use to attract tourists. The analysis is not a generalising picture of how the Sámi peoples choose to market themselves, but it discusses instead how these particular enterprises relate to the above-mentioned issues and themes. The connection with VisitSápmi enhances Sámi tourism enterprises' visibility and makes them more available to be the object of this analysis. The results of this study present one side of a multifaceted discussion on the struggle between different discourses on representation and authenticity that are often the main channel to reach and attract potential visitors.

Keywords: tourism marketing, authenticity, indigenous communities, Sámi people, discourse

Session: Authenticity – Productive dichotomies, creative discourses

Organisational change management and employees' mental models

Chris Beuker, Stenden University, chris.beuker@stenden.com

Organisational changes can be initiated for external or internal purposes. For some time the tourism industry and hospitality organisations have been following the trend to implement sustainability. Through time, researchers have notice that organisations struggle a lot implementing changes. Research shows that 70% of them fail in the attempt to change an organisation. Based on these data one can expect that there will be difficulties with the implementation of sustainability as well because, to date no ultimate change instrument has been found that makes every organisational change a success. Several aspects such as planning, execution, competence and commitment, which influence more or less the change process, have been researched extensively. However, most of this research is focused on how to change the attitude of employees from a paternalistic, top down point of view. Less attention has been paid to the mental models (beliefs, assumptions and, expectations) of those employees. How do employees really think about the proposed change, content, approach and relationships between people involved? For mental models determine for a large part the attitude of an employee, it makes sense to take them in account during the change process. Based on the conclusion that the role of employees' mental models in change processes has not been part of very much research, a literature study has been conducted. In this study on the relationship between the employees' attitude in an organisational change towards sustainability in tourism and hospitality organisations and management attention to the employees' mental models during that change process has been scrutinised. The results of this study will be presented. Together with this literature study, the results of a preliminary field study will be presented. This field study was focused on finding relevant variables to be used for further research and has been conducted in a hotel chain by interviewing several teams 'food and beverage'. In this study, the focus has been on the relationship between management attention to employees' mental models and the employees´ attitude towards the change.

Keywords: change management, mental models, attitude toward change

Session: Influencing sustainable behaviour in tourism and hospitality II

MARKETING OF TOURIST ATTRACTIONS

Peter Björk, Hanken, peter.bjork@hanken.fi

Within the domicile of marketing research, the service logic postulates active tourists aiming for experience value in processes of resource integration. In comparison to studies on destination marketing, research on tourist attraction marketing is scant although attractions, in singular or plural, are most often the reason for traveling and constitute the strongest component in models explaining travel satisfaction and future travel intentions. The diversity of attractions is endless, and there is hardly one marketing model which fits all attractions. Still, this paper takes on the challenge to present a first draft of a grand attraction marketing model. Theoretical inspiration to this creative constructive process is taken from three different fields of research. The service marketing literature, with a bias towards the Nordic school thinking, is reviewed for the reason of understand the role of tourist in service processes, which is commanded by a large set of actors in systems of networks. Insight in tourism systems is gain by consulting the field of service system research onto which branding theories, the third field of research, are added. By this the aim is to consolidate existing research into a useful tourist attraction marketing model for theory development and improved practice. The two level model, has a surface level consisting of three separate, but integrated activity spheres, a tourist sphere, a joint sphere and a tourism actor sphere. The second level is more detailed and practice oriented to illustrate core marketing areas and activities to master for value co-creation.

Keywords: tourist attractions, tourism marketing, marketing model, tourist experience value

Session: Marketing and innovation in tourism and hospitality

Experiencing Designed Tourist Places: How do we know whether or not they work?

Jørgen Ole Bærenholdt, Roskilde University, job@ruc.dk

Almost any city or peripheral locality tries to attract both inhabitants and visitors, and the attraction of living an everyday life in a place also becomes a question of ’tourist qualities’. From early times, places have been designed to attract people, but this has only become more central in the contemporary age of cultural economy, experience economy and tourism. Place making is one of the most generalised strategies to make both cities and peripheries strive, to attract mobile people, goods and money. It is therefore, decisive that designed places work – that they are attractive – and what is an attractive place changes over time and is different in different spatial contexts. Therefore it is of little surprise that tourist places are re-build and redesigned again and again. Furthermore places have complex ways of emerging, since they involve endless performances and affordances. To judge how, where and when tourist places work or do not work is obviously a complex question, and so far deeper research in to tourist experience, performance and affordance, has not become a resource to decide which is the better tourist design. To investigate how tourists experience designed places and to translate this investigation into judgments of what are the better designs, ethnographic methods will be used for field work in very different kinds of designed tourist places and events in Denmark during summer 2016 (the ‘Camøno’ hiking track with designed resting facilities on Møn, Tivoli light and atmosphere, the ‘Kongens Togt’ sailing Viking ship event around Western Zealand and the five-day Marathon ‘Etape Bornholm’). Participant observation, short interviews and photo documentation will be combined. Based on analysis of extracts of field data, the paper reports how these methodological experiments worked and discusses what are the better methods, when research comes into judgement on which place design is better. Where possible, explorative findings are compared with visitor surveys and TripAdvisor reviews. The paper s based on work in the INVIO network (http://invio-net.dk) and in the new INNOCOAST project (http://www.cgs.aau.dk/forskning/projekter/innocoast), funded by the Danish Innovation Fund.

Keywords: tourist experience, place, design, knowledge, judgement

Session: Tourism knowledge II

Creating our future: A transdisciplinary perspective on sustainable development and the role of business for tourism development

Adriana Budeanu, Copenhagen Business School, Denmark, abu.int@cbs.dk

This expose takes a starting point in acknowledging that business development is essential to any goal associated to the future of humanity, while at the same time, sustainable development has given way to a veritable market transition. The emergence of social entrepreneurship, socially responsible investments and philantro-capitalism are illustrative examples of an acclaimed paradigm shift in business philosophy, where profitability is embedded and aligned with society's well-being. So much so, that businesses involvement is often comparable with the role of states in shaping society's path towards the future (Halme, Park, & Chiu, 2002). In this context, one may ask – and rightly so - why is progress toward sustainable development so slow, and insufficient in practice?

One reason could be the persistent focus on defining humanity's future. Perhaps, instead of taking a starting point in defining 'what' is sustainable development, we could start by asking 'how' to advance progress by ensuring that all social groups concerned with the future are involved in negotiations and the decisions that construct it. Using examples of urban sustainability projects (involving but not restricted to tourism initiatives) and taking a trans-disciplinary approach, this presentation aims to start a discussion about the conditions under which sustainable futures may be (re)shaped, while at the same time examining the role of tourism businesses and entrepreneurship in designing our future.

Keywords:

Session: Influencing sustainable behaviour in tourism and hospitality I

C

Finnmark and Finnmarksløpet: locals' perspective. What meanings does the race have for the way the destination is represented?

Alena Chukhanova, UiT - The Arctic University of Norway, ach028@post.uit.no

Finnmarksløpet is the world's northernmost sled dog race, which annually takes place in Finnmark county, Norway. Its route covers a large part of the county's territory. Through coverage in media – tv-streaming, promotion video clips, professionally made photos – the event presents Finnmark as a picturesque snow desert, where both two- and four-footed courageous athletes compete with other teams and severe nature conditions. Such presentation scarcely ever mentions any residents in the area: it shows the place as a completely empty space. In this media picture one can see local people participating in the event as athletes, volunteers or audience. But what do locals actually think about the representation of them and their places, drawn by the race promotion? Do they totally agree with this picture? What challenges and disadvantages do they see? In this paper we were trying to find answers on such questions. This research seeks to understand how Finnmarksløpet represents a destination from the point of view of local people living in three different places in Finnmark county of Norway – Alta, Tana municipality and Hammerfest. Two first places host the event. Alta could be called a "heart" of the race, it is the race's start and finish point. Tana municipality's administrative center, Tana Bru, hosts one of several rural checkpoints through the route. The third place, Hammerfest, does not stay on the race map, but plays an important role in the county's economic and cultural life and, which is also relevant to the context, promotes itself as the northernmost city in the world, with historical connotations lit by pioneer polar explorers. Data was mainly collected during individual in-depth interviews, and research questions are addressed via a discourse analytical framework. Discussed through the prism of social place theories and event studies, the results show, among other issues, that the informants are mostly satisfied with the image of the destination created by Finnmarksløpet, towards both the whole Finnmark and informants' respective places. They recognize also some challenges in this created presentation of the destination, most notably the gap between the expectations of outsiders and the 'true-life' in a particular place.

Keywords: Finnmarksløpet, North Norway, winter, destination, representation

Session: (Winter) Adventures in the North: Performances and responsibilities

Choosing education for the hospitality industry: pupils' assumptions about parents' and friends' opinions

Åse Helene Bakkevig Dagsland, University of Stavanger, aase-helene.b.dagsland@uis.no

At the age of 16 Norwegian pupils must choose their educational pathways for the upper secondary school, and one option may lead to a certificate of apprenticeship in hospitality. Departing from the theory of reasoned action (Fishbein and Ajzen, 2010), it was expected that the parents and friends might influence the pupils' choices. The research questions posed were: 1) What do these pupils assume about their parents' and friends' opinions about work in the hospitality industry; 2) To what extent do these assumptions relate to the pupils' choices of educational pathways and intentions to complete the certificate of apprenticeship; and 3) To what extent do these pupils' perceptions of influence from parents and friends correlate to their choices?

Data were collected by questionnaires during school hours (n= 1839). The responses to open-ended questions on assumptions of parents' and friends' opinions were analysed by qualitative content analyses, grouped into eight categories, and given values ranging them from positive to negative for further analyses in SPSS. Moreover, two questions about the pupils' perception of the influence of friends and of parents on their choices were responded to on a Likert-scale from 1 to 5 (1 = great influence, 5 = no influence at all).

The largest single category of answers in both groups was "Don't know". The categories of positive opinions were almost concurrent in the two groups. The pupils assumed, however, parents to hold more negative opinions than the friends did. Some misunderstanding about work in the hospitality industry was found. The pupils' assumptions of friends' and parents' opinions did not correlate significantly to choices of foundation classes or intentions to complete the certificate of apprenticeship. However, significant correlations were found between pupils' perceptions of influence from parents and their choice of educational pathway and intentions to complete the certificate of apprenticeship. Moreover, the pupils' perceived influence from friends correlated to intentions of completing the certificate of apprenticeship. It was concluded that parents and friends influence pupils' choices and intentions through social norms, however pupils' assumptions about opinions held by parents and friends are unrelated to their

Keywords: beliefs, hospitality industry, educational pathway, apprenticeship

Session: Human factors and the provision of tourism and hospitality services II

They come for various reasons: How different event attendance motivations vary for residents, suburbians, regional and national/international attendees

Christian Dragin-Jensen, University of Southern Denmark, crmj@sam.sdu.dk

Oliver Schnittka, University of Southern Denmark, oliver@sam.sdu.dk

Arne Feddersen, University of Southern Denmark, af@sam.sdu.dk

Understanding the motivations of visitors for attending events is of highest relevance for event managers and destination marketers to best ensure attendee satisfaction and hence their future revisit intentions. However, previous academic literature has largely focused on understanding event attendee motivations for merely two segments (i.e., within-region and out-of-region attendees) or even only tourists in general. Thus, more detailed research on a) several different event attendance motivations for b) specific types of attendees (e.g., residents, suburbians, regional and national/international attendees) is still missing. This detailed evidence would offer new and improved insights to both event managers and destination marketers by better profiling event attendees, carrying out more tailored marketing campaigns to ensure a more successful hosting of an event, and maximizing both attendance at the event and visitation to the host city. Against this background, this study using a large attendee sample from a Danish music event (N = 943 respondents) is first to analyse the impact of different event attendance motivations identified in previous literature (i.e., "socialization", "geographical location of the event", "entertainment: interest in the event's theme" and "loyalty: true fan of the event") on event attendance for four different types of attendees (e.g., residents, suburbians, regional and national/international attendees). The findings primarily reveal that, on balance, the closer an attendee lives to the event location (i.e., residents and suburbians), the more important the dimensions "socialization" and "geographical location of the event" become for attending the event. However, on balance, the farther away an attendee lives to the event location site (i.e., regional and national/international attendees), the more important the dimensions "entertainment: interest in the event's theme" and "loyalty: true fan of the event" become for attending the event.

Keywords: event attendance motivation, event attendee segmentation, destination marketing

Session: Images, perceptions, motivation and tourist segments II

The impact of drivers of attendees’ satisfaction with an event on their intentions to revisit the event and the host destination

Christian Dragin-Jensen, University of Southern Denmark, crmj@sam.sdu.dk

Oliver Schnittka, University of Southern Denmark, oliver@sam.sdu.dk

Marianne Lund Meissner, Lykke & Co. A/S, mariannemeissner@hotmail.com

Event attendees’ can have a positive economic impact for events as well as the host destinations of these events. Hence, attendees can be an enduring profit source for events and their host destinations especially when regularly revisiting the event and the host destination since the costs of retaining re-visitors is much less than that of attracting new visitors for event and cities alike. Existing literature conceptually agrees that attendee’ satisfaction with an event positively influences their revisit intentions for the event and the host destination. However, existing empirical research has surprisingly revealed mixed findings regarding this conceptual relationship. While some authors revealed that event satisfaction has a significant positive effect both on intentions to return to an event and the hosting destination, others found out that event satisfaction neither influences both variables. One main limitation of this existing empirical research is that event satisfaction has merely been measured holistically without considering different drivers of event satisfaction (e.g., satisfaction with event amenities quality or event experience) and their impact on attendees’ future behavioral intentions. However, such a more detailed satisfaction analysis would provide more tailored implications for event managers and destination marketers how to increase the revisit intentions of previous attendees in the future. Against this background, this study using a large attendee sample from a Danish music festival is first to analyse the impact of four different types of drivers of event satisfaction on attendees’ revisit intentions for the event and the host destination. The findings reveal that all four types of satisfaction drivers, i.e., attendee satisfaction with event amenities quality (e.g., variety of food and drinks), event experience (e.g., escape from everyday life), supporting facilities and image (e.g., event image), and event specific characteristics (e.g., festival program), have a positive impact on attendees’ revisit intentions for the event. However, only drivers regarding attendee satisfaction with event experience (e.g., socialize with other attendees) and supporting facilities and image (e.g., city image) have a positive impact on attendees’ revisit intentions for the host destination while drivers regarding attendee satisfaction with event amenities quality and event specific characteristics show no significant impact.

Keywords: event satisfaction, event loyalty, destination loyalty

Session: Analysing experiences – Events and festivals

It should not always fit: Analyzing event visitors' reactions to high-fit vs. low-fit event-destination-pairings

Christian Dragin-Jensen, University of Southern Denmark, crmj@sam.sdu.dk

Oliver Schnittka, University of Southern Denmark, oliver@sam.sdu.dk

Existing empirical research has revealed mixed results in that events such as sports or music events can result in higher intentions to (re-)visit a destination, as well as not being able to find any significant effects on intentions to (re-)visit a destination. Thus, the identification of tourist segments under which these positive effects of events on destination image and (re-)visit intentions occur is of high academic and managerial relevance. Conceptually, a general consensus is that event and destination must have high levels instead of low levels of image fit to evoke positive outcomes for the host destination. However, existing literature has not identified tourist segments yet under which these positive effects of a high-fit event-destination-pairing might (not) occur and, more specifically, whether low-fit scenarios would be (contrary to propositions of existing literature) even deemed beneficial for a destination's image for certain tourist segments as well. Against this background, this research is first to analyze for which type of event visitors (i.e., first-time vs. repeat visitors to the host destination) a high-fit or a low-fit pairing between an event and host destination is more promising to ensure having event visitors wanting to revisit the destination. The findings of two Danish events (N = 612 respondents) reveal that a perceived low-fit image pairing between event and destination increased revisit intentions for event tourists who had visited the destination before. Oppositely, a perceived high-fit pairing between event and destination increased revisit intentions for event tourists who had never visited the destination before. Hence, this study provides novel insights in better understanding event visitors' reactions to low-fit and high-fit scenarios, ensuring managers possess better knowledge in selecting the most beneficial events for their destination to increase event visitors' revisit intentions.

Keywords: Image fit, destination Image, revisit intention, event tourism

Session: Images, perceptions, motivation and tourist segments I

Should Every Council be a Destination? – Images and Realities

Johan R. Edelheim, University of Lapland, johan.edelheim@ulapland.fi

Changes in society over centuries have seen regions prosper at times, and decline at other times when the comparative advantage of that region alters. Tourism is commonly proposed as a panacea for regions' economic development after other fields of employment and income have receded. The rationale for tourism to be offered as an alternative means of income is the popularly held belief that tourism can grow 'organically', without much need for education, investment, or operational expertise in the field, in order to prosper. The argument goes that just about anybody is an 'expert' in tourism because of having at some stage of their lives been a tourist themselves, or having experienced tourists visiting their home region. Due to this glut of 'expertise' in society, tourism researchers have a hard time in proposing their insights and solutions to societal needs.

The 'four As' of destination development - Attraction, Access, Amenities, and Ancillary services (Smith, 1995, Page et al 2001) - that are needed, do not exist everywhere. An understanding of Whole Tourism Systems – WTS (Leiper, 2003) is also lacking, thus confusing transient tourists travelling through regions, with visiting tourists. The responsibility of political decision makers, with the aid of tourism researchers, should therefore be to query whether every council actually should try to be a destination, or if some would use tax payers' money more responsibly by not funding tourism initiatives.

This paper asks whether all councils should be tourist destinations, or not? The paper's empirical data stems from Finnish towns' and councils', or their destination marketing organisations' (DMOs'), official webpages, and annual brochures (n=313). One of the largest expenses DMOs have is the production of an annual brochure presenting the destination, local events, and tourism and hospitality services on offer in the region. The aim of brochures is to appeal to potential visitors, and marketing messages are therefore formed to please and capture prospective tourists' interest. Words like natural, sustainable, true, and original are all common in tourism marketing hyperbole, but they are unfortunately often just hyperbole, and do not illustrate the actual values and behaviour of organisations producing them.

Keywords: Councils, Brochures, Responsibility, Destination images

Session: Images, perceptions, motivation and tourist segments II

Interactive innovation processes: Combining research and practicebased knowledge and actors

Dorthe Eide, Nord University, dorthe.eide@nord.no

Esten Skullerud, Nord University, esten.s.skullerud@nord.no

Innovation can be ad hoc and multitasking in service and experience sectors (Valminen & Toivonen, 2007; Sundbo). Experience-based firms are often micro, with lifestyle entrepreneurs. Cooperation across firms is important, innovations are often customer-, manager and employee driven, and there is seldom traditions with R&D (Sundbo, et al., 2013; Clausen & Madsen, 2014), whale watching being an exception (Hoarau & Kline, 2014). However, it can increase if facilitated (Eide & Fuglsang, 2013). We explore, how can experience-based firms and researchers cooperate in innovation processes, and what are the opportunities and challenges with such co-innovation? Theory: Open interactive paradigm to innovation (Schumpeter III, see Fuglsang, 2008; Lundvall, 2013) where internal and external sources, knowledge and actors interact. In line with practicebased approach, we assume that interactions across traditional community boundaries is challenging but has larger innovation potentials (Wenger, 1998, 2003). Research methodology: Combination of interactive research (Sørensen, et al, 2010) and more traditional interpretive research. We study a single case, a Norwegian ongoing innovation process developing a pilot on experience quality, to become part of a national quality system. The larger research and innovation project is managed by one of the authors, the work with the pilot is a WP in the project. Preliminary findings: Firstly, we introduce the overall innovation phases in regards of nature of knowledge, actors, interactions, tools and results (preliminary and intended). Secondly, we focus phase three, i.e. 'concretizing and testing of M1', where we develop and test the preliminary framework of main dimensions and criteria for M1. M1 means experience quality seen from the customer perspective. Researchers and firms work together in a spiral process with concretizing, testing, reflection, re-concretizing, testing-2 (with new experience products and firm), so on. It has some similarities with Jernsand, et al (2015). This phase started June 2015 and continues until early Fall 2016. The paper contributes with new knowledge about testing and more systematic innovation, R&D and cooperative interactive innovation, as well as learning and boundary spanning in open interactive innovation. The main opportunities are engagement, win-win on short and long term, and use of diverse knowledge; a main challenge is firms' limited time.

Keywords: Interactive innovation, open innovation, researchbased, practicebased, testing

Session: The tourism industry and academia side by side

Experience quality – the development of a new framework

Dorthe Eide, Nord University, dorthe.eide@nord.no

Lena Mossberg, University of Gothenburg, lena.mossberg@handels.gu.se

Ann-Jorid Pedersen, Mimir, ann-jorid@mimir.no

Ann-Heidi Hansen, Visit Northern Norway, annheidi@nordnorge.com

In tourism, some countries have strategically chosen to work with quality at a national level (e.g. Scotland, New Zealand, Iceland) to increase competitiveness (Eide & Borch, 2014). The number of business certifications and systems have increased considerably, and they tend to focus on service quality, environment, safety or general quality. None seems developed with a focus on experience as distinct economic offerings per se. When experiences are the main reason to go, quality systems and certifications should focus on and develop from an understanding of the uniqueness of experience-based products. Instead, most of them built on traditional theories on customer satisfaction and service quality where perceptions of performance are measured. However, experiences are largely intangible, subjective, dynamic and co-created, and consumer values within experience economy and experience products differ from utilitarian service values. This conceptual paper take one-step ahead from physical product quality and service quality and focus on experience quality. We explore the following research questions: 1) Why does the disconfirmation paradigm have limited relevance in assessing experience quality? 2) What are the main dimensions of experience quality in tourism? The aim is to suggest a preliminary framework for experience quality based on a consumer perspective. Theory and method: The paper use literature from service marketing and management (e.g. Nordic perspectives, service dominant logic, service design); consumer culture theories; more recent literature within experience design and economy, including applied studies within the experience based sectors (including tourism). In addition to literature, we use illustrations from empirical studies and one interactive innovation project (a pilot on experience quality). Preliminary findings: RQ1: We suggest and discuss problems with using the disconfirmation paradigm. RQ2: We suggest a framework with main dimensions for experience quality seen from a consumer perspective. The main dimensions are: the dynamic of customer journey (before-during-after), thematized experiencescapes, different types of customer-interactions, storytelling, dramaturgy, and supporting activities. The work with the framework has brought up questions that needs discussions and further research.

Keywords: experience quality, quality systems, quality assessment, experience economy, consumer value

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences II

Live Entertainment and Identity in a Fairytale Tourist Setting: Before and Aftermath the Terrorist Attack

Laila El-Mahgary, University of Turku, laila.a.el-mahgary@utu.fi

The children's literature in this research will aim to offer a strong connection to the field of arts and social sciences, a useful tool through which one can explore the silenced, gendered and oppressed voices of certain marginalized groups in the hotel-tourist industry of Sharm EL Sheikh such as the voices of performers, hotel managers, and tourists. The most appropriate and convenient method I found for this research was the use of an architextual fairytale setting. In other words, a setting, in which the magical-realism blends smoothly the fairytale classics of 'Beauty and the Beast', 'Cinderella', and the 'One Thousand and One Nights 'stories with the real fairytale-like environment, its performances, and social actors in Sharm EL Sheikh's hotel-tourist industry. Most importantly, the study of the fairytales' distinctive spaces, the beautiful and ugly, pleasure and danger, real and fantasy, emancipation and oppression, good and bad, life and death, and nature and culture, will shed light on the norm transitions, and reproductions of alternative and inverted identities which men and women entertainers experience in their different hotel performances in Sharm EL Sheikh, as a result of their unique fairytale, sea and liminal spaces, but also due to the more radical, larger, social and political challenges surrounding the performers such as terrorism. The beautiful originates in the ugly, as these famous fairytale classics illustrate with their hero characters, the Beast, Aladdin, Sindbad, Cinderella, Beauty, and Shahrazad. Likewise, the different informants in the Egyptian hotel-tourist industry constantly sail through the ambiguous contradicting, extreme and repetitive spaces of beauty and ugliness. The primary theories used in this research consist of the E. Goffman's Performance, E. Hall's Space, P. Bourdieu's Distinction, and J. Baudrillard's Simulation theories.

Keywords: hotel industry, entertainment, identity, space, terrorism

Session: Gender Identities in tourism – Performances and challenges

"Ninety five percent of my travels the last thirty years have been just for the reason of surfing"

Yasmine Mounir Elmahdy, University of Stavanger, yasminemounir87@hotmail.com

Reidar J. Mykletun, Molde University College, reidar.j.mykletun@uis.no

Surfing is becoming increasingly popular in Norway, which is a developing cold-water surf destination. The long Norwegian coastline is attracting an increasing number of surfers who surf year round in extreme weather conditions. Norwegian surfers are active travellers both domestically and internationally. This research focus on identifying and understanding the travel behaviour and related experiences of Norwegian surf tourists internationally. Searching for the perfect wave is a belief shared by many surfers who express their willingness to travel to different surf destinations in search of rideable waves (Dolnicar & Fluker, 2003). This research adopted a phenomenological approach, applying qualitative research techniques including semi-structured in-depth individual and group interviews with thirteen veteran surfers, observations, and secondary data material, which consisted of written material from online surfing blogs and video material. The analysis showed that participants' primary purpose for travelling is to surf. Most Norwegian surfers are highly mobile national and international travellers, visiting various surf-destinations in Africa, Asia, America, Australia and Europe. They surf at both warm-water destinations such as Morocco, Bali, Australia and Hawaii and cold-water surf destinations such as Norway, Iceland, Scotland and Canada. They travel to surf at least once a year, staying between ten days to three months, preferably in cheap accommodations such as bed and breakfast hotels or rent and share apartments due to the long period of their stay. The longer the travel distance, the longer is the stay. Surfers' major problem when visiting a surf destination is "localism". Local surfers do not want surf tourists to come and surf their waves and can become aggressive, specifically in warm-water destinations due to the crowding. Norwegian surfers' increased mobility allow them to build new relationships in host surf-destinations, experience and adapt to new cultures, expand their worldview, and appreciate and connect to unique natural environments. Surf tourism is young and increasing at 12-16 percent annually, now becoming a multi-billion dollar global industry. This study showed that the Norwegian surfers' travel behaviour adds only modestly to this growth. However, host destinations can utilise the findings to appropriately cater to the accommodation preferences and budgets of these travellers.

Keywords: surfing, surf tourism, travel behaviour, experiences, benefits

Session: Images, perceptions, motivation and tourist segments I

Creating an engaging treasure Huntzz for Turku

Mari Engberg, Novia University of Applied Sciences, maria.engberg@novia.fi

Outi Niininen, N/A, outiniininen@gmail.com

Stephen Singaraju, La Trobe Business School, S.Singaraju@latrobe.edu.au

The tourists of today demand unique and memorable experiences and they are frequently sharing their travel stories via social media in real time. This fundamental change in the travel dynamics is challenging Destination Management Organisations (DMOs) (Neuhofer, Buhalis and Ladkin 2013). Fortunately, smartphone technology offers the DMOs a cost effective way to offer information as well as services to potential/current/past visitors. Moreover, through the use of their smartphones the visitors can build a better understanding of the geographic and social-cultural environment. Location based services enable visitors to become more immersed with the destination and the playful, game type destination exploration enables emotional, social, aesthetic and even playful engagement with the location (Lamsfus et al 2014). According to UNWTO 'game mechanisms have the capacity to create positive experiences in tourism – fun, excitement, arousal, pleasure, sense of achievement- and to provide tourists with both entertainment and information' . Moreover, Gamification is a desirable development for tourism destinations since the game experience is likely to arouse emotional responses from the tourists thus making them more receptive towards the sustainable tourism initiatives (Negrusa et al 2015, 11162). Smartphones with their location based services are ideally suited to engage the imagination of visitors whilst exploring a destination. The aim of this paper is to create a Huntzz treasure hunt activity for Turku city center. Huntzz is a free treasure hunt app that leads participants through a gameful exploration of a destination on a predetermined route. Treasure hunters are guided by GPS and asked to solve location specific puzzles to earn game rewards. This treasure hunt will be created in collaboration with the tourism officials at Visit Turku.

Keywords: destination experience, smartphone technology, gamification, Huntzz

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences I

Is authenticity for sale? A multi-stakeholder investigation of Giethoorn

Klaes Eringa, Stenden University, klaes.eringa@stenden.com

Vanessa Urdaneta, Saxion University of Applied Sciences, m.v.urdaneta@saxion.nl

Many tourists are attracted by beautiful villages or small towns to experience its authenticity (Cho, 2012; Brida, Disegna, & Osti, 2013; Wang & Wu, 2013; Mocanu, 2014). Authenticity plays an important role in creating a brand for those destinations, increasing guest satisfaction and expenditure. However, although many tourists go to unique villages seeking for authenticity, the expenditure in this local tourism is relatively low. Giethoorn is a small, relatively remote, village in the Netherlands that has been successfully branded as "little Holland". It attracts hundreds of thousands of visitors each year. Many of these are from Germany and China (Giethoorn Tourism, 2016). These visitors have a large impact on the village; on peak days local inhabitants feel that it transcends the carrying capacity of Giethoorn. Surprisingly these tourist do not spend a lot of money in the village, and Giethoorn experiences a seasonality dip in expenditures and length of stay in the village. Molz (2012) following Wang (1999) presents three perspectives on authenticity: objectivist, constructivist and existentialist. These perspectives respectively recognise inherent, contingent and emotional qualities of authenticity. The important element of staged authenticity (MacCannell, 1973) is included in the objectivist perspective. Cho (2012) proposes to add a fourth perspective: experiential authenticity which regards the authentic experience with the five senses. The present study aims to do two things: first it confronts the perceptions of the main stakeholders (Tourism board, restaurant and hotel owners and tourists) on authenticity to identify gaps between perceptions and to find out which perspective on authenticity these stakeholders favour. Second, the study aims contribute to the well-being of the village, and its financial prosperity, and to strengthen its unique points and improvement of the brand of Giethoorn. Based on the distinctions that were identified semi-structured interviewed were held with Chinese, Dutch and German tourists, as well as with the tourism board and the restaurant and hotel owners. The interviews were transcribed and then analysed, using the framework of the various perspectives on authenticity to see if the perspectives of the various stakeholders differ. In June 2016 the findings will be presented, both to a panel of academic hospitality experts, and to the professional body of Dutch hospitality entrepreneurs.

Keywords: authenticity, tourism image, little Holland; stakeholder analysis, expenditure

Session: Authenticity – Productive dichotomies, creative discourses

Are we all ladies and gentlemen serving ladies and gentlemen?

Klaes Eringa, Stenden University, klaes.eringa@stenden.com

The famous motto from Ritz-Carlton is one of the most powerful statements about the alignment of company values, employee branding and customer care. In their employee promise Ritz-Carlton state that, “our Ladies & Gentlemen are the most important resource in our service commitment to our guests.” The present study investigates if this alignment can be found in other hotel chains, and if there are differences between hotels with varying star classifications and different functional levels of employees. In other words, to re-phrase the famous quote by George Orwell: “we are all ladies and gentlemen, but are some more so than others?” The study was inspired by a presentation by Eldh and Monhardt at the 23rd Nordic Symposium in Hospitality and Tourism Research. But where Eldh and Monhardt focus on an overall comparison between hotel chains, leading to service scripts, this study focuses both on inter and intra differences between hotel chains. Specifically the research looks at how the mission and vision of the hotel chains are reflected on the way the present themselves in promotion to their guests and in job advertisements for their employees? Are their differences in the way hotels address different levels of staff? Collins and Porras (1991) note that the vision creates shared understanding and coherent effort about where the company is heading. If the vision is not clear for the employees, this will decrease the coherence and coordination of the company. According to Nadiri and Tanova (2010), employees will have certain expectations when applying for a job and the challenge of organizations is to meet their expectations in order to prevent cognitive dissonance which will result in job dissatisfaction. Using qualitative methods such as content analysis the study compares and contrasts the mission and vision statements of the hotel chains, external communication to guests on websites and promotion materials, job advertisements and interviews with HR managers and operational staff. Examples will be presented from three hotel chains in the Netherlands and six hotels in Qatar representing three, four and five star levels.

Keywords: employee-branding, mission statement, representation of company values, communication

Session: Human factors and the provision of tourism and hospitality services I

An Investigation into the way Chinese tourists form a Tourism Image of Leeuwarden as ECoC 2018.

Klaes Eringa, Stenden University, klaes.eringa@stenden.com

Shenghan Zhou, University of Lapland, zhoushenghan74336@163.com

Tourism images are co-created by a complex interaction of cultural discourses between destination, mediators and tourists. On the one hand, a destination utilizes verbal/textual/photographic representations to conceptualize itself (Hunter (2008). These images, distributed through travel brochures, web pages, and promotional TV programs motivate tourists' interest towards the destination before they are in the 'real time' contact with the destination. On the other hand, tourists themselves contribute to images formulation with their own participation in the touristic consumption during their visit (MacCannell, 1999). Images are reproduced as the means by which individual tourists understand the destination. From this perspective, tourism images are not merely produced beforehand and then consumed by tourists; tourists themselves are simultaneously consumers and reproducers. Besides the destination management and the tourists, there are other participants that are involved in the images formulation process. For instance, tour operators in tourists' home destination contribute to represent tourism destination as 'outsiders'; also, previous visitors contribute with their comments which might influence the tourists' expectations and preliminary impression towards the destination, and thereby influence the tourism images formulation. The three stages that Baker (2007) distinguishes here are helpful. Tourism images may help to understand the discourses between different co-creators that enable the creation of shared meanings and interpretations towards a particular destination (Hall, 1997). The role of every party in image making can be considered through the communication and negotiation between each other in the economic, social, political, and cultural contexts they create (Ateljevic & Doorne, 2002). However, in terms of understanding tourism images formulation, the differences between authentic local cultures and formulated images might be less considered (Ooi, 2002). Especially when the participants with cross-cultural background, namely Chinese tourists visit European destinations, the understandings that are influenced by cultural, social and ideological differences might lead to numbers of uniqueness in tourism images formulation. Chinese tourism flows to Europe have been growing during the past few years. As this segment of the market grows, an important question arises: "how does the destination represent itself to the Chinese tourists?" In terms of representing destinations, what are the differences and/or similarities between Chinese tour operators and local operators in Europe? This study, which is conducted in the city Leeuwarden, the Netherlands, is a longitudinal project that will monitor changes in the destination from the time before the town becomes European Capital of Culture until two years after that event. With the help of content analysis, images represented in numerous tourist media (brochures, postcards, travel guides, websites, etc.) are analysed. Both Dutch and Chinese materials are studied in order to compare the differences and/or similarities between the Eastern and Western perspectives. The aim of this paper is to contribute understanding of the images that formed by tourists from cultural, social and ideological backgrounds that are different from the destination's local culture, society and ideology; a better understanding of the new Chinese tourist market is also provided in order to enable city Leeuwarden to promote itself in an adequate way. The research questions that will be answered in this study include: 1. What visual and linguistic expressions are used by the city of Leeuwarden to represent itself to Chinese tourists? 2. What are the main differences and/or similarities between Chinese tour operators and local operators towards representing city Leeuwarden? 3. What is the uniqueness of the images that are ultimately formed in Chinese tourists' minds after their whole visit?.

Keywords: tourism image, Chinese tourism market, visual representation, destination branding, European Capital of Culture
Session: Inclusive tourism or tourism for all? – Best practices in the tourism sector

F

Factors influencing exit of Swedish accommodation establishments

Martin Falk, Austrian Institute of Economic Research, martin.falk@wifo.ac.at

Eva Hagsten, Swedish Agency for Economic and Regional Growth, eva.hagsten@gmail.com

The aim of this study is to provide first insights into the determinants of hotel exits by using the total population of accommodation establishments in Sweden, with a special emphasis on the local competitive environment. Separate results are reported for the crisis period characterised by a strong increase in the number of exits. Over the total period, roughly 10 per cent of the 3,700 hotels disappeared from the market. The exit probability is modelled as a function of hotel-specific (age, size, share of foreign visitors and price segment of hotels) and location-specific factors (for instance city and winter destinations, degree of agglomeration, broadband internet supply). The survival model is estimated by the use of the Cox proportional hazard model with time varying variables (Cox, 1972). The dataset includes not only the census of hotels but also hostels and cottages, all with information on entry, exit, price, number of overnight stays, proportion of international guests as well as location. Around 30 percent of the hotel establishments have an annual gross income of less than SEK 500,000 (EUR 53,000) in 2010. Thus, the data set contains a large number of small hotels, not unlikely family run. The results show that high-price, large and young hotels have a significantly lower risk of exit. The key result is the significant non-linear relationship between the risk of exit and the local number of competitors characterised by an inverted u-shaped relationship. In particular, the exit risk increases with the number of competitors in a given municipality until the threshold of 75 and then decrease. This indicates that agglomeration benefits in terms of a lower exit rate are only present in municipalities with large number of hotels. During the recession, city hotels exhibit a lower exit risk. Hotels in winter sport destinations in general do not have a large risk of exit, with the exception of the economic and financial crisis period.

Keywords: exit, accommodation establishments, local competition, agglomeration

Session: Quantitative approaches in tourism research II

How does face-to-face feedback on task performance affect consumer's outcome evaluation of coproduction?

May Irene Furenes, University of Stavanger, may.i.furenes@uis.no

The aim of this study is to explore and test how consumers are affected by performance feedback on their own task performance, that is, the comments they receive when they have been active participations in the designing and producing the service offered by the company. In order to create value for their consumers, service manager's needs to understand how and why face-to-face feedback affects the evaluation of process and the outcome evaluation. We have used an experimental design with two between subject's factors on undergraduate students, to examine consumer's responses to face-to-face feedback. The preliminary results from this ongoing study shows that face-to-face feedback has a significant effect on satisfaction with the outcome and process enjoyment for those who was told to make for themselves, compared to those who was told to make for others. However, it is expected that consumers who are given face-to-face feedback telling that: "this is fantastic", evaluate the outcome and the process more valuable than those who are told that "this is okay". The expected findings is assumed to show, that consumers are concerned with how they present themselves in front of others that in turn will influence how they evaluate the outcome and the process.

Keywords: coproduction, face-to-face feedback, outcome evaluation, self-presentation

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences II

Writing retreats as structured interventions to increase academic writing skills

Trude Furunes, University of Stavanger, trude.furunes@uis.no

Background: Writing and publishing are increasingly crucial activities to the development of a successful academic career (Moriarty & Antoniou, 2007). Previous research suggests that many academics find it difficult to prioritize writing due to other important obligations, such as teaching. The idea of writing retreats (seminars) is to create imaginative space for academic writing (Grant & Knowles, 2000), and increase motivation for writing (Moore, 2003). The primary goals of the seminars are to increase academic publishing long term, through creating effective writing habits among participants and creating communities of writing that enable them to write regularly. The seminars also aim to help academics develop confidence, motivation and inspiration for undertaking for writing in their professional lives. The aim of this study was to examine participants' experiences of academic writing seminars. Method: The writing seminars, arranged by a Norwegian university, build on Murray and Newton's (2009) model for academic writing retreats. The two-and-a-half-day seminars with structured sessions are voluntary and paid by the employer. The venue was off campus, away from the office setting. Participants could alternate between working at a desk in a plenary room or at a desk in their own hotel room. Seven seminars are arranged in the period from January 2014 to February 2016. The survey was sent to all 100 participants. Majority of participants were females. Writing experiences ranged from early career to full professor. Results: The writing seminars were highly appreciated as they created a writing space for writing off campus both for binge writers and snack writers. Although changing writing habits is challenging, many of the participants report positive experiences. Both inexperienced and experienced writers were motivated and inspired to make structured writing as a part of their work routines. The seminars provide the feeling of being a part of a community of writers, but it takes time to establish new efficient writing habits. Practicing goal setting and monitoring the writing process was perceived useful. Not only academic writing, but also networking across academic disciplines and departments was achieved. Implications for academics and those responsible for developing research capacity are discussed.

Keywords: writing seminar, writing retreats, academic writing, intervention, university

Session: Conducting high quality tourism and hospitality research – Reflections and demonstrations of methodological approaches

Responsible tourism. Mobilising sensitivity

Anniken Førde, UiT the Arctic University of Norway, anniken.forde@uit.no

Britt Kramvig, UiT The Arctic University of Norway, britt.kramvig@uit.no

Tourism is seen as an important alternative in the post-petroleum north. In Northern Norway, tourism is expanding rapidly and has become a primary development target for communities in transition. This implies some paradoxes that need to be addressed, and the term responsible tourism is put on the agenda by tourist enterprises and travellers as well as researchers. How can responsible tourism be performed post-Paris? In addition to reducing the emissions of travelling, what might responsible tourism imply? Based on a comprehensive study of tourism enterprises and travellers along the North Norwegian coast, we investigate how these issues are dealt with in specific encounters. We have met travellers concerned with contemporary challenges and prospective futures for the Arctic, and in particular with climate changes. And we have worked together with tourism enterprises exploring ways of dealing with multiple responsibilities. The Sami reindeer herding family who invites tourists into the lavvu of their summer pasture to get 'a taste of Lapland', offer storytelling events where past and present knowledge traditions are articulated. Communicating that 'nature is our culture', tourism becomes a mean to explore and express the many interdependencies between their practices and the landscape where they are situated. We argue that tourism, at its' best, might mobilize sensitivity and thus responsibility. But this requires new knowledge dialogues. In this paper we the address how multiple responsibilities are enacted in tourism encounters, and discuss how tourism research might contribute to enhance responsibilities through collaborative practices.

Keywords: responsible tourism, post-petroleum, climate change, sensitivity, knowledge dialogues

Session: Mobilizing responsibility – Rethinking collaboration and research designs II

G

Sport Tourism Management – Branding the legacy of 'The Flying Finn'

Miia Grénman, Turku School of Economics, miia.grenman@utu.fi

Ulla Hakala, Turku School of Economics, ulla.hakala@utu.fi

This study examines sport tourism management from the perspectives of tourism studies and brand management by taking the legendary Finnish athlete, Paavo Nurmi (1897–1973), as a case example. During his running career, Nurmi won nine gold and three silver medals in the Olympic Games (1920–1928), and is still considered as one of the greatest athletes of all times. In Nurmi's days, target-oriented branding was not a topical issue but, during the past decades, it has become a focal concept in marketing literature and is now frequently discussed also in relation to sports and athletes (Arai, Ko & Ross, 2014). Athletes can be considered as cultural products and brands in their own right but, as this case demonstrates, their legacy can expand in many other fields – even long after their lifetime. In this study, we discuss how the human brand of Nurmi has been leveraged to various categories of sport tourism and levels of branding.

The brand of Paavo Nurmi forms the basis for a series of sport tourism events that manifest his legacy and bring thousands of domestic and international sport tourists to Nurmi's home town Turku, in Finland. The most significant event is the Paavo Nurmi Games, an internationally recognized track and field meet for the world's leading athletes. The Paavo Nurmi Games is a part of the European Athletics (EA) Premium Permit Circuit and is also highly ranked by the International Association of Athletics Federations (IAAF), rising to the IAAF World Challenge Permit in 2017.

The Paavo Nurmi Games represents a traditional form of sport tourism, which centers on a passive observing of various sporting events. Currently, there is also an increasing demand for more active forms of sport tourism that involve active participation in various sports-related exercises and events (Gibson & Fairley, 2014). By analyzing qualitative data sets (interviews, documentary analysis, and participant observation) we describe how Paavo Nurmi has opened the way to multi-level branding and how his legacy is maintained and extended by various actors in order to benefit the local and national tourism industry and even society in a wider sense.

Keywords: sport tourism, branding, athlete, legacy

Session: Winning the hearts and wallets of tourists through successful branding

Towards a Poetics of Place, Space and Travelling

Anniken Greve, UiT - The Arctic University of Norway, anniken.greve@uit.no

If tourism is to play a role in mobilizing responsibility, and tourism research is to play a role in gearing tourism towards such mobilization, the question of language has to be addressed. In line with major moral philosophers such as Iris Murdoch, Martha Nussbaum and Cora Diamond, we may take the tourist's responsiveness and sensibility to be keys to her sense of responsibility. The question is what sort of language is required to grasp the experience of the traveller and her sensitivity to place and surroundings. First of all we need to acknowledge that much tourist talk both from the tourist industry and from research on tourism falls short of capturing in adequate terms the tourist's experience, in its depth and finer nuances. Even the language of the tourist herself may not do justice to her experiences. Our ordinary ways with language hardly prepare us for articulating what we see and perceive in ways that bring out the moral importance of ways of seeing and perceiving. Making use of the contrast between the poetic and the prosaic, the Scottish poet and philosopher Thomas A. Clark outlines a role for the poetic use of language: "The poetic challenges the prosaic: if the world is prose, then poetry is the world, or a part of the world, charged and energized. Into the continuum of facts, poetry introduces a value of a quality; something we do not only register but feel. (...) The paper will suggest that for research on tourism to formulate a sustainable ethics of travelling it may necessary to enter into dialogue with a poetics of space, place and travelling. With examples ranging from imagist poetry to longer narratives, from the Chinese poet from the 8th century Li Po through Dante's Divine Comedy from the Middle Ages to the modern Sami poet Nils-Aslak Valkeapaa, the paper will seek to illuminate how subtler uses of language may enrich our understanding of the traveller's responses and responsiveness, thus giving the mobilizing efforts of tourism and research on tourism a better understanding of the task.

Keywords:

Session: Mobilizing responsibility – Rethinking collaboration and research designs I

THE ROLE OF PORTABLE OUTDOOR DEVICES IN RISK ASSESSMENT OF VISITORS TO REMOTE AREAS

Konstantin Gridnevskiy, Stenden University of Applied Sciences,
konstantin.gridnevskiy@stenden.com

There is no doubt that the recent advancements in information and communication technologies (ICTs) have had a profound and far-reaching consequences for how people experience the world around them. New technologies have enhanced, advanced and even modified people’s experiences and practices. As an important and continuously growing part of the tourism industry (Adventure Travel Trade Association, 2015; Stowell et all., 2010), adventure tourism has not been impervious to change, with technology traditionally believed to affect outdoor activities in such areas as access and transportation, comfort, communication, information, and safety (Ewert & Shultis, 1999; Goldenberg & Martin, 2008). Especially the latter is a key concern in adventure tourism, which is strongly linked to real and perceived risk as well as how people handle and manage it (Ewert, 1983; Martin & Priest, 1986). To clarify the influence of technology in regard to this topic, the current research attempted to identify what role portable outdoor devices (i.e., electronic battery or solar powered devices under 1000 gram with a networking interface) play in the risk assessment by visitors to remote areas during the preparation and execution phases of a trip. As the population of this research were all people, who participate in outdoor activities and use PODs in remote areas, a non-probability, snowball sampling method was used, which resulted in 394 valid responses to an online questionnaire. In general, the outcomes show that PODs were mainly used during the execution stage for information and safety, which supports risk assessment. At the same time, 15.8% of respondents solely rely on their PODs during a trip to remote areas, which can potentially increase risk rather than help to manage it (Goldenberg & Martin, 2008). These users can mostly be characterised as less experienced and they assess risk much less than the majority (84.2%) of users, who would bring some other gear/equipment with them. For the latter, therefore, the PODs are rather a supplement than a substitute for other skills and knowledge.

Keywords: risk assessment, new technologies, adventure tourism, remote areas, outdoor recreation

Session: The digital future of tourism and hospitality – Connecting or dividing stakeholders?

H

VOLUNTEER KNOWLEDGE IN FESTIVAL CO-CREATION

Minni Haanpää, University of Lapland, minni.haanpaa@ulapland.fi

In this presentation I examine volunteers' knowledge and its role in the festival implementation and development. Volunteers are often a significant social and economic interest group in festivals, especially in creation of their audience experience. Although the significance of the group has been recognized in the event literature, little attention has been paid to their knowledge and its role in event creation. The understanding on volunteers in event and festival research has focused on them as manageable objects and by this approach somewhat excluded the groups' knowledge and agency. I approach volunteer knowledge through the concept of co-creation. Co-creation discussion relies heavily on the concept of knowledge and I understand event and festival environments as co-creational arenas where different actors use and practice their knowledge to build the event. The aim of this presentation is to discuss volunteer knowledge and the forms it manifests in the festival environment as well as its role and opportunities for the development of festivals. Empirically I explore how the formation of knowledge and knowing in the festival environment takes place among the volunteers, as well as in relation to other actors such as the organization of the festival, the audience or the artists. The study is a multi-sited ethnography, based on author's work as a volunteer in Finnish festivals and events for more than ten years. In addition to the fieldwork diaries, the data consists of volunteer stories, photographs, festival information materials, as well as a variety of traditional and social media materials. Ethnographic approach gives the opportunity to explore the lived world of the volunteers in the festival contexts, where they practice and use their knowledge.

Keywords: knowledge, volunteers, co-creation, event, festival

Session: Tourism knowledge II

An ethnographic action research approach to tourism development in peripheral areas: Insights from projects in Finnish Lapland

Maria Hakkarainen, University of Lapland, maria.hakkarainen@ulapland.fi

José-Carlos García-Rosell, University of Lapland, jgarcia@ulapland.fi

The development of peripheral areas is strongly influenced by regional, national and international political and strategic guidelines. Although these guidelines reinforce the dependency of peripheral areas on centres of political power, peripheral actors have learned to develop their views and to select their actions strategically within the given structural context. From a regional policy perspective, tourism is viewed as a vehicle for promoting economic growth and social well-being in rural and peripheral regions in particular and over the past decades, tourism development has been supported by different EU regional development policies. Tourism-driven regional development depends on the successful correlation between local needs and broader political objectives. Given this consideration, this presentation aims to provide an understanding of ethnographic action research, particularly its use in a peripheral tourism development context. This approach forges research alliances with peripheral communities to develop tourism according to their needs while meeting the goals set in national and EU policies. A retrospective account of two ethnographic action research projects implemented in Finnish Lapland is used to explore this methodology. We discuss the combination of action research and ethnography as a means to explore and work towards practical solutions to the challenges that communities face when seeking to develop tourism in peripheral areas. In particular, the focus of this presentation is on the opportunities and challenges of conducting ethnographic action research in tourism development projects. We found that ethnographic action research offers an alternative methodology for projects aiming to build local capacities, inspire locally based tourism development and contribute to a better understanding of tourism in peripheral communities.

Keywords: action research, ethnography, peripheral area, regional development, projects, EU-funding

Session: Tourism knowledge III

Porcelain for all – a qualitative study using colour on porcelain in care homes residents with dementia

Kai Victor Hansen, University of Stavanger - Norwegian School of Hotel Management, kai.v.hansen@uis.no

Christina Frøiland, SESAM Centre for age-related medicine, christina.tolbol.froiland@sus.no

Ingelin Testad, SESAM Centre for age-related medicine, itestad@gmail.com

"Porcelain for all" a project started on an initiative from a porcelain factory in Norway; Figgjo AS, wanted to investigate how different colors on porcelain could influence appetite in persons with dementia in care homes and hence, quality of life. The aim of this study is to investigate how different color combinations can influence the meal experience in people with dementia and add to the understanding on use of porcelain in nursing home residents with dementia. Three different color combinations together with the regular porcelain used in the care home were tested. The intervention period was 3 weeks and 4 days one type of porcelain was tested each day during main course. The days were randomly picked. Each plate was photographed before and after the respondent had eaten. The four days the research was conducted a different course was served. Two researchers conducted observations during mealtime each day. A dementia care mapping approach was used together with open observation to observe the participants. Twelve persons with dementia participated. They were five female and seven men between the age 65-85. All had a dementia diagnosis and was able to eat without assistance. The number of photos taken were 88 out of 96 due to absence of respondents. The white porcelain used daily was the least preferred according to the amount of food on the plate that was eaten, 36% of the participants ate all the food on the plate. The combination of yellow ring with a border of a red ring on the outside seems to be the most preferred, 63,4% of participants ate all food on the plate. Attention towards the porcelain was gained from some of the persons observed except for the white porcelain. Future research could incorporate nutritional screening, testing of different meal room environment, and to avoid biases such as different courses served on plates, state of mind for the person served, presentation of food on the plate.

Keywords: porcelain, residents, care home, qualitative, colours

Session: Gender Identities in tourism – Performances and challenges

The importance of the human touch in the luxury accommodation sector

Tracy Harkison, AUT University, tracy.harkison@aut.ac.nz

The guest experience is becoming highly significant within the hotel industry, and research has shown that the involvement of frontline employees is becoming more and more important to the guest experience (Lashley, 2008; OnsØyen, Mykletun, & Steiro, 2009). In fact, it has been suggested that employees are not only critical but are central to the guest experience (Lashley, 2008; OnsØyen et al., 2009). It has also been suggested that there may be differences between what tourism and hospitality managers believe is important to customers' experiences compared with what guests say is important to them – thus, identifying any incongruence between these two perspectives may prove useful for a holistic understanding of the guest experience (Walls, Okumus, Wang, & Kwun, 2011). This paper uses qualitative data that is drawn from a larger study that examined six luxury properties in New Zealand. This qualitative interpretivist enquiry examines managers', employees' and guests' perspectives on creating the luxury accommodation experience. In total, 81 participants were interviewed regarding their luxury accommodation experience – 27 managers, 27 employees and 27 guests. Based on the findings of both cross-case and in-case analysis, 20 themes were identified, one of the strongest themes was 'the actors' performance'. Participants explained that once the 'stage is set', the actors (managers and employees) have to play their roles in a professional, calm and cohesive fashion, and as in a play, the audience (guests) watch the actors' performance. In order to ensure success, the audience has to be engaged and become part of the overall performance. Thus, the guests are an integral part of the whole luxury stay experience. In conclusion the findings indicated that a high staff-to-guest ratio is an important aspect of the luxury accommodation experience. This provides guests with a high degree of interpersonal contact and also enables the properties to maintain a luxurious environment. For many managers, employees and guests, the luxury accommodation experience is very personal, emotional and complex. If industry managers have a better understanding of what this experience is, it will be easier for them to successfully create a luxury accommodation experience for their guests.

Keywords: luxury, accommodation, managers, employees, guests

Session: Human factors and the provision of tourism and hospitality services I

"The Forest Selfie"

Minna Hautio, Humak University of Applied Sciences, minna.hautio@humak.fi

Research has shown that spending time in the nature, even briefly, has a positive effect on perceived well-being. Similar effects have been recorded in context with cultural activities, whether actively participated or more passively received. Could these phenomena generate added value to the individual well-being experience when brought together? This was the key point of interest in our project which combined art and nature and added a participatory element to the whole. The project consisted of art-based activities with a digital twist. They were piloted in three national parks in Finland. The activities consisted of task cards which presented traditional and contemporary art works and excerpts from literature and folklore stories. People were encouraged to make personal interpretations of the art works of their choice and to share them on a project website. The point of the exercise was to take the art works away from their traditional surroundings (galleries, museums, libraries, homes) and to have visitors re-think them in the nature and add their own personality and personal experience to the whole. The concept was called “The Forest Selfie”. The project was all about encouraging visitors to craft their own experience and share their creativity in social networks. Narration and interpretation were used as methods in achieving this goal. Pictures, texts and new technology were used as media for these stories in which people could express their own sense of nature and art and experience and share it with others. The project was ideologically linked to the promotion of immaterial products and services within experience economy. It also acknowledges the importance of personal experience and meanings as a part of service culture and business ventures. Data of the experience was collected from participants in form of a questionnaire. According to the results the visitors found that experiencing art in context with nature deepened both experiences, but provided more added value to the art experience than to the nature experience. The sharing of the picture in the internet increased sense of community among participants. All in all, combining art and nature in this way was viewed as rewarding.

Keywords: nature, art, well-being

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences I

Santamus – Perfect destination

Vesa Heikkinen, University Haaga-Helia Applied Sciences, vesa.heikkinen@haaga-helia.fi

Pasi Tuominen, University Haaga-Helia Applied Sciences, pasi.tuominen@haaga-helia.fi

Jouni Ahonen, University Haaga-Helia Applied Sciences, jouni.ahonen@haaga-helia.fi

This article focuses on describing and interpreting the Lappish experience theme restaurant and SME-company Santamus, located on the Arctic Circle in Rovaniemi. The main purpose of this case study is to analyze the multi-sensory experiences of small theme restaurant and travel destination Santamus. This paper is also a part of the conceptualization process of Santamus brand. Our approach is both experience design and action research, as the concept and service-worlds are described. We have studied 12 years the methods and operations of how Santamus creates sensational experiences, and aim to document both the customer experience as well as the production of these services using the perspectives and tools of experience and service design. The theoretical part is grounded in customer experience-based service development and multi-sensory concept development. The theories of service and experience design have sought to model multi-sensitive guest experience. The visual, auditory and taste experience is tried to conceptualize through wide action research (study visits, observations, deep interviews, photo analysis and video analysis) of Santamus and document analysis using recent articles by service process and technology researchers who have focused on the modeling of multi-sensitive environments. This paper´s data-set is built upon the description and interpretation of the hospitality and experience services as well as the general service processes (receiving customers, atmosphere, spirit, sauna, dinner, listening and making music with harmonica, kantele and saw as well as sensation elements) at Santamus, alongside staff and employee interviews. As a result, we have visualized the substance factors of the experience services and dinners of Santamus. A multi-level service process description as well as descriptive conceptualization of Santamus has been formed. We have crystallized the brand of Santamus: uniqueness for its visitors and an unforgettable experience. At the end of paper, we are giving some service design tools for Finnish SME-experience companies how they can develop multi-sensory experiences and their destinations in Lapland.

Keywords: customer, experience, theme restaurant, multi-sensory, conceptualize, brand

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences I

Picturing the Aurora: The role of photos for experiencing the northern lights

Bente Heimtun, UiT The Arctic University of Norway, bente.heimtun@uit.no

Gunnar Thor Johannesson, University of Iceland, gtj@hi.is

In the last decade the northern lights have attracted more and more tourists to Norway, Finland and Iceland in the winter season. Tourists engage in various activities during northern light tours but one of the most common and explicit behaviour is to photograph the lights. In this paper we explore this photographic behaviour and unpack the role of the photograph as a device in capturing and experiencing the northern lights. Data is drawn from studies of northern light tours in Norway, Finland and Iceland, as part of a bigger project on winter tourism in the Arctic. The qualitative data consists of TripAdvisor reviews of three companies offering northern lights tours in Tromsø, Norway, interviews with tourists on Hurtigruten, interviews with northern lights tour guides in the three countries, and the authors' field notes from tours in each country. Preliminary analysis suggests that the effort to take photographs of the northern lights as well as the photo itself is a meaningful part of many tourists' experiences. The photo is not only a souvenir or trophy, but capturing the lights with the camera also entails relating to a natural phenomena as well as building up personal skills and pride; the northern lights are an illusive motive and challenging to capture with a camera. At the most extreme northern lights photographing becomes addictive. The centrality of the photo in the tourists' northern lights experiences has consequences for how the guides script the tours and require that they are or become (semi-)professional photographers and educators. At the same time, the photo also take the tourists' attention away from the live experience; thus some tourists refuse to spend the evening behind the lens; and some acknowledge that their photographing skills and photo equipment are too poor. The former point is also acknowledged by some of the guides who refuse to make the photo the leading actor of the tour.

Keywords: northern lights tourism, photographs, guided tours, tourist experience, performance

Session: (Winter) Adventures in the North: Performances and responsibilities

Gender identities in Sami tourism: Performances and challenges

Susanna Heldt-Cassel, Dalarna University, shc@du.se

Sami tourism has been highlighted in tourism planning and in research as a valuable additional income for the communities involved, as well as an important contribution to the product range offered in the region of Sapmi (Regionförbundet Jämtlands län, 2014; Lasko, 2005; Pettersson, 2004). However, challenges and problems related to the development of Sami tourism when it comes to questions of identity and the definition of authenticity have also been noticed (Saarinen, 1999). Sami tourism work is often undertaken by women and is seen as an additional income for households, besides reindeer herding and other additional employments (Engström, 2016, forthcoming). In the development of rural tourism on farms, the gender identities of the farming men and women are important in the production of tourism experiences and tourism services. Studies have examined gender aspects of farm tourism and one result from this research is that the introduction of tourism on farms is a potential challenge to traditional gender identities within farming and in rural places (Heldt Cassel and Pettersson, 2015). Gendering of people are then related to the gendering of work and activities, depicted as typically rural, predominantly farming, forestry and tourism (Brandt, 1995; Brandt and Haugen, 2000; Little, 2002). However, other typically rural/peripheral activities in the Nordic countries, such as reindeer herding in relation to the introduction and development of Sami tourism by reindeer herding men and women, is not yet studied from the perspective of reproduction/challenges of gender identities. In this study we are therefore seeking to understand in which ways gender identities of places and activities related to the Sami culture and reindeer herding of northern Fennoscandia are reproduced and/or challenged by tourism development in the area. Research questions posed in the study are: How are Sami men and women represented in Sami tourism? How are gender identities of men and women reproduced or challenged by the development of tourism? The study is based on interviews and analysis of documents and marketing material produced to promote Sami tourism.

Keywords: Sami tourism, gender identities, rural tourism

Session: Gender identities in tourism – Performances and challenges

Governance innovation in coastal tourism – towards main concepts

Anne-Mette Hjalager, University of Southern Denmark, hjalager@sam.sdu.dk

There is an increasing practical and scientific emphasis on innovations in tourism, which regards mainly product development, process changes, modified distribution channels and new management systems at the industry level. Timely innovations are claimed to be essential for the economic feasibility of individual tourism enterprises, and accumulated for the sustainability of destinations. Tourism in coastal areas depends heavily on the availability of physical and environmental resources, infrastructures and natural environments, much of which considered ”public goods”. Perpetually, the institutional frameworks and the legal arrangements are negotiated and reworked, but not always taking into account the characteristics of tourism, including its permeability, mobility, seasonal and provisional nature. There is a need to scrutinize the governance methods, to identify “disrupting” circumstances on the regulatory scene. This research assumes that it is possible to identify types of governance innovations of special relevance in coastal tourism destinations. This paper reports from the initial phases of a research project in coastal Denmark. The research investigates new requests for innovations in the regulation, governance structures and institutional frameworks. The paper presents guiding frameworks for how research can start to understand what governance innovations in coastal tourism are and what brings them about. Emerging ideas of trans-territorial participatory elements are critical, and these are contrasted with traditional stakeholder, shareholder and spaceholder focused mechanisms.

Keywords: innovation, governance, institutional frameworks, coastal tourism

Session: (Re)framing tourism governance – Taking the bull by the horns?

Icons

Kirsti Mathiesen Hjemdahl, Agderforskning, kirsti.hjemdahl@agderforskning.no

In the project Icons, seven different actors from art- and culture institutions, culinary artists and high class hotels, cooperate to develop new experiences and attractions trough open innovation processes. It is the art institutions that are in lead, so the attractions are going to be curated into holistic concepts rather than bundled into packages. The project is also going to develop new methods for distribution and performance, where the partner companies adopt new digital sales and communication platforms towards niche markets as well as new methods for distribution and performance based on business models of repurchase. Finally the project will develop new competence as to how the partner companies decide profitable development and operations towards international markets and thereby increase the innovation capability. To research these competence needs, a research team of diverse competence fields is required; ethnologists working phenomenological towards art, culture and tourism, ict-competence with quantitative skills of measuring difficult measurable items, as well as innovation management that are most trained in conducting qualitative research interviews. In a dialogue based project where neither the questions nor answers necessarily belong to the researcher, how does that change the way we as researchers have to rethink the design of our projects? How does one conduct a research project with not only a complex industry partnership, but also a rather complex research partnership? How are the research method negotiated and conducted, between the different academic disciplines? What is the relationship between the industry partners who own and finance the project, and thereby set de agenda? How is the different academic disciplines deal with the agenda setting of the different industry partners? This paper will discuss the premises and dilemmas research of and with a complex partnership, based in concrete and ongoing examples from the user-driven research project Icons.

Keywords: user-driven research, complex partnerships, innovation, art, tourism

Session: Mobilizing responsibility – Rethinking collaboration and research designs I

Sailing into a more sustainable tourism future: a study of a multi-actor alliance for innovation

Hindertje Hoarau-Heemstra, Nord University, hin.h.heemstra@nord.no

Anne-Mette Hjalager, University of Southern Denmark, hjalager@sam.sdu.dk

This paper presents a case of user-driven, open innovation, where experience tourism enterprises in whale-watching are creative users, and where suppliers in the boating equipment and electric battery development industries are innovative alliance partners. We focus on how cooperation and networking can contribute to the development and dissemination of technological innovations that are aimed at improving the tourism experience as well as reducing negative environmental impacts. Open innovation has been proposed as a new paradigm for the stimulation of innovation. Open innovation has only just been started to be explored in tourism, and focus is mainly on how tourism companies scrutinize ideas from tourists and get feedback on new products and services from them. There is only marginal insight into the specific nature of open innovation in SMEs in the tourism sector and backwards in the supply chain with suppliers and other network partners. It is proposed that interactive mechanisms and extra-organizational relationships with individual actors or communities are a critical mode of open innovation in SMEs that require deeper consideration in future research in the tourism sector. We address the research gap by demonstrating how tourism SMEs expand their behavioral and organizational boundaries by building partnerships for exchanging and sharing resources. We analyze a multi-actor alliance of 12 actors. This alliance was established with the aim of carrying out technological development processes leading to a patented innovation in the boating and electrical engine sector. The project was financed by the Icelandic and Norwegian governments and entails an international cooperation of partners from Nordic and other European countries. Two of the partners are experience-based tourism businesses and thus experienced technology users, while the other partners are technology developers. The research is designed around a qualitative case study of the project network. In-depth, semi-structured interviews with all 12 project partners were conducted. We explore the motives of innovators in tourism to engage in open innovation and their perceived management challenges in implementing open innovation. Sustainability values to reduce negative environmental impacts, getting access to relevant knowledge and technology and being ahead of competitors are strong motivations for tourism experience businesses for engaging in alliances to develop technological innovations. This study illustrates how tourism firms purposively manage external and internal knowledge flows that span their organizational boundaries backwards in the value chain. It is a field of inquiry that deserves more focus in tourism research, as suppliers' and NGOs' creative contributions may decisively affect the overall innovativeness of tourism firms, not the least such enterprises operating in outdoor experiences.

Keywords: open innovation, knowledge, alliance, cooperation, tourism experience sector

Session: Marketing, innovation and digital business in tourism and hospitality

Changing Stories about Sampling in Nordic Tourism Research Articles

Antti Honkanen, University of Eastern Finland, antti.honkanen@uef.fi

A population is the total of all the individuals who have certain characteristics chosen by a researcher according to his research interest. A sample is a subset of the population. A sample is used when it is impossible to research all population units but the sample represents population. In a research process, the sample design is a critical issue but often unclearly described on a research report. Sometimes sampling methods is explained profoundly but population left ambiguous or the source of data is not told enough detailed way to convince of eligibility for sampling. The paper clarifies how authors argue for their sampling processes in tourism research articles. The perspective is neither statistical nor technical but discursive. The analysis is based on content analysis. Reseach data are quantitative research articles published in the journal Scandinavian Journal of Hospitality and Tourism in the years 2005 and 2015. The results show the heterogeneity and changing nature of discourses of statistical sampling processes in tourism research but also discuss the need for normative rules in quantitative research writings.

Keywords: quantitative, sampling, Nordic, content analysis

Session: Quantitative approaches in tourism research II

Service logics in practice – Effectuating service

Reija Häkkinen, University of Jyväskylä, reija.a.hakkinen@jyu.fi

Effectuation logic advises us to learn and develop but not to worry if we are not sure about everything. It further advices us to seek partners that are interested in our idea and to actively interact with them in order to challenge the others in the meaningful co-creation of unimaginable future outcomes. Although interaction based co-creation would be seemingly easy to reach, the interaction does not always foster co-creation. Service organizations face challenges in integrating the competences of their employees into the service provision, while remaining profitable. This study uses focus group discussions in providing interactional examples of the co-creation, or the possibilities of co-creation. The results will concretely implicate what can be considered as effectual behavior in service context. This study thus also deeper explains the actors learning-, adapting- and adjusting -related processes, that have been more or less under the interest of Lusch and Vargo (2012, p. 198) Read and Sarasvathy (2012, p. 229) and Kleinaltenkamp et al. (2012, p. 203). Through this, the research also gives its contribution also to the research of entrepreneurship as non-heroic everyday action, affecting existing structures by breaks and disruptions (e.g. Drakopoulou Dodd 2014, Read, Sarasvathy, Dew & Wiltbank 2016, Hjorth 2005). This study seeks to explain and clarify the theoretical connection between effectuation and service-dominant logic empirically, in the case context. The employees working in direct customer contact are really important because of their potential to affect firm performance through innovation outcomes (Ordanini and Par-asuraman 2010). If this innovation process is not capitalized, a lot of opportunities may go unnoticed. It is important to be aware that the whole business development differs when innovation dominates the process (Tuulenmäki & Välikangas 2011). In future research considerations the attention is paid to the situations where effectuation improves or could improve the customer experience in themes that emerged in the focus group discussions.

Keywords: effectuation, service-dominant logic, co-creation

Session: Entrepreneurial activity in hospitality and tourism II

Participatory Paradigm in Tourism – Doing, Knowing and Being with Multiple Others

Emily Höckert, Stockholm University, emily.hockert@ulapland.fi

In recent decades, the idea of community participation has played an important role in the search for sustainability, solidarity and inclusion in tourism development. The concept of participatory development has evolved in the course of rich and contradictory discussions on good life, democracy and colonialism towards a vision of alternative and small-scale tourism development, especially in the case of economically marginalized communities. While criticism of and scepticism about the real possibilities of participatory approaches in tourism have grown steadily, the academic literature has paid only cursory attention to the ideologies, values and ontologies underlying the idea of participation as such. The purpose of the paper is to draw focus on the epistemic and ontological conflicts within the participatory paradigm by drawing on postcolonial critique and hermeneutic phenomenology. The study suggests that one of the possible explanations for frustration towards participatory development lies in our pre-assumptions about participation, tourism and about the 'others'. The consequence is 'epistemic ignorance' or 'epistemic violence': trivialization and invalidation of ways of knowing and being that fall outside the West's, and the local elite's, languages, epistemic traditions and philosophies. This means, paradoxically, that those who are expected to participate might actually become silenced in research and practices designed to support local participation. The paper discusses how contemporary debates on local participation in tourism development include not only epistemological conflicts, but equally the potential for conflictive ontological encounters. To put it differently: there are not only different ways of knowing, but also being with the 'other' and multiple 'others'. The analysis put forward in this research suggests that participation and responsibility require a readiness to interrupt one's own ways of doing, knowing and being.

Keywords:

Session: Mobilizing responsibility – Rethinking collaboration and research designs I

Reflections on methodological approaches used in a large-scale qualitative research of innovation networks

Olga Høegh-Guldberg, Høgskolen i Lillehammer, olga.hoegh-guldberg@hil.no

The purpose of the current work is to reflect on the choice of multi-case qualitative research inquiry into innovation processes of tourism networks based on personal experience of the researcher. Innovation in services and experiences often implies a high degree of collaboration with external partners, which determines the research methods. Firstly, even though a network's ambition is to create innovation, innovations often start unintentionally that requires retrospective reconstruction of events and experiences of a network member. Secondly, the variety of network members playing different roles and making different contributions requires inclusion of different types of stakeholders in order to secure research objectivity and complementarity. Thirdly, the outcomes of innovation processes can hardly be quantified and therefore, explain the choice of qualitative descriptions to make the findings comprehensible to the reader. Fourthly, the variety of focus areas in different networks that may conceal similar innovation processes requires the dichotomy from within to across case comparative analysis in order to develop theoretical categories. These prerequisite determined hermeneutic-phenomenological research tradition interpreting experiences of the network phenomenon. Following the arguments above: 1. The data collection is based on in-depth face-to-face interviews supported by factual data from reports and publications. 2. There are three groups of informants:1. member companies, network management and DMO; 2. policy and public representatives such as Innovation Norway, municipality/ies and county; 3. R&D institutions. Among the selection criteria are knowledge and experience of the network processes, duration of the membership, type of experience and company size (for the members), geographic location, involvement in network projects, etc. 3. Qualitative descriptions of the case studies with a network as the main unit of analysis are produced. 4. Seven cases of tourism innovation networks (part of the formal Arena program) are studied longitudinally and analysed first within and then across cases. Preliminary reflections demonstrate some strengths and weaknesses of the research methods. Among the strengths is the inclusion of various network stakeholders with different perspectives which creates a complementary picture of the innovation network journey. Among the weaknesses is a temporary failure to include important network members due to their high occupancy. Besides, the retrospective research may hinder research findings because of the 'forgotten' events and processes. Nevertheless, qualitative methodology is particularly useful in study of innovation processes which are recognized to be highly interactive. Knowledge obtained can be applied in the settings of other service/expereince industries where innovations are concealed in meetings and other types of interactions and where the outcome is hard to measure.

Keywords: methodology, qualitative, innovation network

Session: Conducting high quality tourism and hospitality research – Reflections and demonstrations of methodological approaches

Producing the proper state of mind while producing the place-bound lifestyle: the work of rural tourism entrepreneurs

Hanna-Mari Ikonen, University of Tampere, hanna-mari.ikonen@uta.fi

This presentation deals with self-employed people who run firms that provide rural spaces for people who either practise various dog sports or just travel with their dogs. These firms' customers are typically busy urbanites who seek an invigorating leisure experience. People who practise dog sports, in particular, seek functional spaces, adapted to their needs, to train their dogs and spend their leisure time. In addition to providing this physical resource, the entrepreneurs in this study—like any other workers at the hospitality sector—must also provide their customers with a certain state of mind. By drawing from rural and working life studies, in addition to tourism studies, I demonstrate how the state of mind and the space are produced simultaneously, and how entrepreneurs' personalities are entirely invested in this labour. The research material consists of interviews and ethnographic observations of six firms. The presentation constructs a framework for understanding the concurrent processes of production and consumption in and of a rural space. It challenges certain theoretical assumptions of rural areas as places of specific types of travel, consumption and experiences only, and selectively transfers academic research on new service work to research on rural tourism.

Keywords: rural tourism, emotion work, dog sports, late-capitalist working life, life-style entrepreneurship

Session: Entrepreneurial activity in hospitality and tourism I

Pull motives among higher education students

Mikko Ilonen, Satakunta University of Applied Sciences, mikko.ilonen@student.samk.fi

Sanna Suomalainen, University of Turku, sanna.suomalainen@utu.fi

Travel motivations have fascinated researchers and practitioners over the decades (Crompton, 1979; Dann, 1977). These motivations have significant impact on traveling decisions that individuals make (Kim & Beck, 2009), and thus provide practitioners important insight how to respond to diverse needs of tourists. In order to succeed in the markets companies must be able to maximize travel satisfaction and to create destination loyalty (Mohammad & Mat Som, 2010). The push-pull framework is a common approach for studying the motivations underlying in tourism behaviour (Klenosky, 2002). Push motives refer to the specific forces that influence a person's decision to take a vacation, while pull motives can be considered as forces that influence the person's decision of which specific destination should be selected (Seebaluk et al., 2015). Here, we have set our specific focus on pull motives of future mass consumers of tourism – students with higher education background. The aim of this study is to examine pull motives among students, and whether possible sub-groups in a relation to their pull motives can be identified. This quantitative study was conducted among students of universities of applied sciences. The data was collected via internet-aided questionnaire in 2015. The final sample consisted of 1199 observations. Motives were measured according to Yuan & McDonald (1990). The data was analysed with the use of TwoStep Cluster analysis. The results show that a choice of a specific destination in general is mainly determined by budged, facilities, and wilderness. Moreover, we were able to identify three different subgroups among students. In the first group, that included half of the respondents, easiness and facilities of destination were the most determining factors that pushed students to certain destinations, and thus the group was named as “indulgent travelers”. In the second group, that included 27 percent of the respondents, wilderness, culture and history were the most determining factors. This group was named as “experiential travelers”. In the third group respondents were highly demanding and assessed all the pull attributes to be almost equally important. This group was named as “demanding travelers”.

Keywords: tourism business, travel motivation, pull motives, push-pull framework

Session: Images, perceptions, motivation and tourist segments II

J

Practising Tourism Development: The Case of Destination Development Policy in Denmark

Laura James, Aalborg University, james@cgs.aau.dk

Henrik Halkier, Aalborg University, halkier@cgs.aau.dk

Destination development policies are an integrated part of destination governance across the world. The literature on tourism policies has tended to focus on the analysis of individual destinations with regard to 1) the institutional set-up, including ever-changing and overlapping structures, 2) on the processes of involving stakeholders and communities in the making of policies, or 3) on the evaluation of impact of specific initiatives on the tourism industry and the wider destination. This paper aims to explore an aspect of tourism policy that has hitherto been given less attention, namely the micro-practices involved in conducting different forms of public interventions as part of destination governance. Reckwitz defines practice as '...a routinized type of behaviour which consists of several elements, interconnected to one another: forms of bodily activities, forms of mental activities, ‘things’ and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge' (2002: 249). Drawing on practice theory (Reckwitz 2002; Nicolini 2012), we develop an analytical framework that sets three key aspects of practice: sayings and doings, practical concerns and timing and tempo, which afford a basic set of 'sensitising questions' for analysing the practices of policymakers in their institutional setting. We use this approach to analyse empirical data collected through interviews and text sampling from 10 coastal localities around Denmark which have undergone changes in terms of the strategies and policies used to further development of tourist destinations in recent years, with the emphasis gradually moving away from marketing and promotion towards development of tourist experiences and destinations. The paper concludes that the difficulties in moving from marketing as the main activity for local policy-maker towards a greater emphasis on experience development reflects not only short-term risk-averse behavior among private actors but also the difficulties of changes practices among public policy makers.

Keywords: destination development, tourism policy, practice theory

Session: (Re)framing tourism governance – Taking the bull by the horns?

Value-creation through the introduction of local food in tourism enterprises

Jens Friis Jensen, Roskilde University, jensfj@ruc.dk

Jon Sundbo, Roskilde University, sundbo@ruc.dk

A contemporary trend is that local food is becoming an experience field and general interest for consumers. Tourism firms such as attractions and hotels increasingly introduce local food as an element in visitors' experience and a branding of the enterprise. This phenomenon may be studied as an attempt to create value. Value has a double meaning – it is both experiential value for the customers and economic value for the providers. However, to just introduce local food does not in itself create much value. It must be introduced in a remarkable framework, e.g. a special place in the attraction, hotel etc., and be branded. Stories must be told and the employees must be active in disseminating these stories. The research issue of the paper is to discuss and investigate the conditions for successful utilization of local food in the co-creation of value and how the framework for this may be. A local food concept might also be basis for further innovations. The paper discusses theoretically what local food is and the theoretical aspects of value creation in both meanings. This includes a discussion of the role of the tourism firms' and their employees in developing the framework for experience co-creation with the guests, the role of story telling about the local food and local food suppliers' role in creating the experience framework; the meals in the tourism firms and the stories. To deepen the understanding of how value-creation could be increased by introducing local food, two explorative pilot case studies (an attraction and a camping site with a restaurant) will be included. The case studies investigates how the tourism enterprises see local food in their strategy and business model, how they involve local food producers and employees and how co-creation of experiences with guests is carried out. Further, it is investigated whether, and how, the tourist firms attempt to use local food concepts to innovate beyond the mere introduction of local food raw products.

Keywords: local food, co-creation of value, tourism enterprises, local suppliers

Session: Entrepreneurial activity in hospitality and tourism II

Transformational tourism: extraordinary experiences and learning

Eva Maria Jernsand, University of Gothenburg, eva.maria.jernsand@handels.gu.se

Transformational tourism deals with how travel and tourism can change human behaviour and impact the world in positive ways. The transformation occurs when people get so deeply involved in experiences that they reflect on their own situation, expand their consciousness, and ultimately alter their future behaviour and worldview. This progressive process is closely related to how learning is described in literature, but although learning theories are significantly applicable to and important to tourism, they have been more or less neglected in tourism studies. The purpose with the paper is to explore the relationship between experiences, learning and transformation. It highlights the capabilities of extraordinary tourism experiences to transform people and societies. A study of the small ecotourism destination of Dunga located by the shores of Lake Victoria in Western Kenya implies that students get a good connection to the place and its ecological challenges when the knowledge comes from the interaction with fishmongers and fishermen. These local entrepreneurs have first-hand experience on how pollution, over-fishing and the invasion water hyacinths affect their work: in the decreasing number and species of fish, and the long hours spent with cutting off the hyacinths' roots from their fishing nets. The type of learning students get through such experience would not be obtainable in the confinement of a classroom. However, extraordinary experiences are defined as intense, joyful and temporal, while transformational learning is about what matters in the long run. Does this mean that extraordinary experiences cannot be transformational? And what role does immersion play in this context? The paper identifies immersion as an important dimension of the extraordinary experience in order for the experience to be transformational. However, immersion may not necessarily be entirely positive. Anger, fear and other 'negative' emotions enhance critical reflection, and difficult issues are important for changes in values and behaviour.

Keywords: transformational tourism, learning, extraordinary experiences, immersion

Session: Influencing sustainable behaviour in tourism and hospitality II

Pluralization of production and consumption roles in tourism? An entrepreneurial perspective on proximity tourism

Jelmer Jeuring, University of Groningen, j.h.g.jeuring@rug.nl

Tourism activities in peripheral, rural areas of countries around the North Sea often are an important factor in strengthening the regional economy. Often, strong emphasis is put on attracting visitors from outside these regions, hereby ‘copy-pasting’ the understanding of touristic roles and destination imaginaries that are hegemonic in an international tourism context (Jeuring, 2015). This one-sided emphasis can be problematic for several reasons. For example, because much of the tourism activity in such regions is strongly domestic or even intra-regional, with vacationers living nearby their holiday destinations. Taking these tourists for granted and failing to understand the perceptions and motivations of ‘proximity tourists’ (Díaz Soria & Llurdés Coit, 2013; Jeuring & Haartsen, 2016) can result in a disconnectedness between a region as tourism destination and the various ways residents engage with the places they live in (Dredge & Jenkins, 2003; van Rekom & Go, 2006). As such, it is justified to reconsider whether prevailing dichotomized perceptions and imaginaries of production and consumption roles (Braun, Kavaratzis, & Zenker, 2013), such as tourists, residents, guests or hosts, can be maintained in these localized tourism contexts and how they interact or overlap. In this vein, we seek to better understand how tourism entrepreneurs in Friesland, a province in the north of The Netherlands, perceive 1). different roles of local stakeholders -particularly residents- in relation to their tourism businesses, 2). the extent to which proximity tourists are perceived to be a viable segment of tourists and 3). the potential benefits of tourism activities in people’s everyday environment. Qualitative analysis of interview data reveals the relative importance of various roles attributed to entrepreneurs themselves, to local residents and to the region of Friesland as tourism destination. The results point to complex relations between polarized dichotomies and hybrid roles where stakeholders often are simultaneously consumers and producers, tourists and residents, guests and hosts and where roles change throughout the life course

Keywords: Touristic roles, destination attractiveness, entrepreneur perspectives, proximity tourism, qualitative research

Session: Images, perceptions, motivation and tourist segments I

Gendering of innovations in experience based tourism

Ragnhild Johnson, Nordland Research Industry, rjo@nforsk.no

Dorthe Eide, Nord University, dorthe.eide@nord.no

Elisabet Ljunggren, Nordland Research Institute, elj@nforsk.no

This study aims at understanding ho gender affects innovation in experienced based tourism. We apply Ackers (1990; 1993) theory of gendered organizations with four organizational processes: (1) gendered structures, (2) gendered cultures, (3) gendered interactions, and (4) gendered identities. This theoretical understanding of gender, is combined with literature on innovation experience sectors, elaborated into an analytical framework (Eide & Ljunggren, 2014) being used when studying the 'gendering of innovations'. The following research question is addressed: How does gender affect innovation processes in experience based tourism? Method The methodological approach of the study is exploratory-qualitative, applying a multi-case design (Flyvbjerg, 2001). In-depth interviews were executed with entrepreneurs and/or management, and employees of experience based tourism companies in northern Norway. The mix of companies are mainly small, and some medium sized. In the medium sized companies we interviewed management and some of their employees. Preliminary results and implications We find that innovation in experience based tourism happens through interaction within and between organizations, and that customers play a significant role in the production of experiences (co-creation), and that these actors have a gender and that they 'do' gender when they interact. Further, our preliminary analyses show that the data to some degree comply with Ackers processes of gendering organizations and that it happens in four dimensions, the gendering of: (1) structures, (2) cultures, (3) interactions and (4) identities. Data indicate that this varies in accordance with the organizations size, their market segment, product/service they offer, and what sector they operate in. This means that the gendering of innovation is situated in three main point of interaction: interaction within organizations, interaction across organizations and interaction with customers. Gender affects the innovation processes through these interactions and can be identified in how the organizations innovate and what the innovation is.

Keywords: gender, innovation, tourism

Session: Gender Identities in tourism – Performances and challenges

Helsinki for families: evaluating the potential of playgrounds in urban tourism

Salla Jokela, University of Helsinki, salla.jokela@helsinki.fi

The City of Helsinki focuses on families with children as a niche market within urban tourism. The City of Helsinki Tourist & Convention Bureau has addressed the travel motivations and needs of families in a new illustrated map “Helsinki for kids,” which lists several family-friendly events and attractions. Among these are ten centrally located playgrounds that make up a little over three percent of Helsinki’s nearly 300 playgrounds. The “Helsinki for kids” map highlights the potential of playgrounds as accessible tourist attractions. At the same time, however, its selectivity does not do justice to Helsinki’s thick network of playgrounds. Information about the majority of Helsinki's playgrounds is available only through internet pages that are aimed at local residents. The visual absence of the playgrounds from the “Helsinki for kids” map, coupled with the lack of information about the playgrounds in other tourism media, discourages tourists from using the entire network of Helsinki’s playgrounds. This paper discusses the value of Helsinki’s playgrounds in promoting and branding Helsinki as a family-friendly capital city. It is informed by recent discussions on the need to bridge the analytical division between tourists and locals on the one hand and the divide between different sectors of city administration on the other. The paper asks whether playgrounds could answer the needs of family tourists by serving as easily accessible oases of play and rest, which offer tourists an opportunity to acquaint themselves with Finnish design, social innovations, and the grand narrative of a Nordic welfare state. Highlighting the role of playgrounds in tourism could also potentially support and gain from the image of Finland as a family-friendly country, where all children have equal rights to high-quality leisure activities and early childhood education. The results of the study have practical implications for tourism promotion and branding in Helsinki and they can be applied to the development of family tourism in other destinations.

Keywords: family tourism, urban tourism, Helsinki, children, playgrounds

Session: Urban versus rural tourism landscapes

K

Enablers of extraordinary cultural festival experiences

Maarit Kinnunen, University of Lapland, maarkinn@ulapland.fi

The aim of the paper is to define the enablers of extraordinary cultural festival experience and how they could enhance the total experience of festival attendees. When Pine and Gilmore (1998, 1999) brought the staged experiences into the focus and stressed the production side of experience, the importance of the entirety was emphasized: The total experience did not involve only the core experience but also the supporting ones (Quan & Wang, 2004; Sundbo & Hagedorn-Rasmussen, 2008). In the context of festivals, Wood and Moss (2015) found that a live music experience was both individual and shared, thus identifying certain elements facilitating experiences. Similarly, according to Pitts (2005), attending a chamber music festival was a collective, social experience. Actually, extraordinary festival experiences can be constructed from the same elements that build up the festival brand image (Morgan 2008). The festival experience has been identified as the main motivation for both attendance (Ballantyne et al., 2014) and loyalty behaviour (Cole & Chancellor, 2009; Mason & Paggiaro, 2012), which leads to the need to investigate the enablers of festival experience more thoroughly. The mixed-methodology approach was applied in the study. The data collection was quantitative and the qualitative analysis was executed using the Atlas.ti program. The data comprised the experience descriptions written by 931 visitors of 17 Finnish cultural festivals in 2012-2013. The descriptions were encoded and then grouped into thematic groups. The identified enablers of total experience were, in the order of frequency: people, program, body, festival arrangements, services, atmosphere, the weather, festival space, facilities, environment, and festival values. The importance of each enabler depended on the festival genre. Presumably it is utopian trying to reach for a perfect experience, and, on the other hand, attendees tolerate certain flaws in exchange to other experiential elements. The results of this study contribute in the area of event management and strategic planning. The elements that comprise an extraordinary cultural festival experience are undoubtedly familiar to any event organizer. However, the more in-depth analysis of each of them enables organizers to find out the characteristics that might construct the competitive edge for their own festival.

Keywords: festivals, experience, experience enablers, strategy

Session: Analysing experiences – Events and festivals

Memorable tourism experiences - What do we actually remember and forget?

Henna Konu, University of Eastern Finland, henna.konu@uef.fi

Juulia Räikkönen, Turku School of Economics, juulia.raikkonen@utu.fi

A distinct character of tourist experiences is memorability (Pine & Gilmore, 1999) and "creating memorable experiences is the essence" of the whole industry (Pizam, 2010, 343). According to Kim et al. (2012) a positive memorable tourist experience (MTE) is an experience that is positively remembered and recalled after the event has occurred but, notably, all tourist experiences do not necessarily translate into MTEs. Although memorable experiences have been examined in tourism context (e.g. Kim, 2010; Kim et al., 2012), there is still a lack of research that theoretically and empirically study the memorability aspect of tourism experiences. Consequently, this study investigates how tourist experiences are evaluated, remembered and recalled after the trip and what tourists' actually remember – and forget. The fundamental aim of tourism is to deliver positive experiences (Tung & Ritchie, 2011), but tourist experiences are not always positive as they "range from exciting positive experiences to unpleasant negative experiences" (Walls et al., 2011, 18). In tourism research, positive experiences are emphasized even though the memory literature clearly suggests that memorable experiences can be both positive and negative (Kim et al. 2012). Negative tourist experiences have received less attention, but some studies have focused on e.g. risks and negative aspects of travelling (Elsrud, 2001; Hottola, 2004). This is partly explained by the fact that individuals recall positive experiences more easily than negative ones (Kim et al., 2012). Still, there is a need for a deeper understanding on the memorability of both positive and negative tourist experiences. Based on the previous literature, we discuss the theoretical aspects of memorable tourist experiences - both positive and negative. Furthermore, we present a preliminary analysis of the memorability of three qualitative data sets on tourist experiences that took place years ago. The current study contributes to academic literature by increasing understanding on the memorability of tourist experiences, and offers also practical implications as memorable experiences often lead to outcomes such as revisiting intentions and word-of-mouth behavior (Tung & Ritchie, 2011; cf. Woodside, Caldwell & Albers-Miller, 2004).

Keywords: memorable experience, tourist, positive and negative experiences, memorability

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences I

“Get real – and get relevant” Challenges of interventions

Britt Kramvig, UiT The Arctic University of Norway, britt.kramvig@uit.no

Anniken Førde, UiT the Arctic University of Norway, anniken.forde@uit.no,

Berit Kristoffersen, University of Tromsø - the Arctic University of Norway, berit.kristoffersen@uit.no

Tourist studies are increasingly asked to demonstrate usefulness in “practical environments” such as policy and business. Also important, is that various actors articulate opinions upon how research best could be done, what questions should be asked and what they need to know to perform better. They ask us to get real and get relevant. The aim and method of the research project Reason to return has been to answer into these claims. Rather than research on or for the industry, we have work with partners from the tourist industry. In this paper we will discuss what this might entail in terms of research strategies and examples of such where we demonstrate the unpacking of the concept of intervention. In doing so, we argue in line with science and technology studies, that all scientific practices are considered to be interventions, which in turn means that the idea of R&D as a specific academic practice fall apart. Still we need to unpack what intervention is, how it can be done in responsible ways and what relevance can become in relations to other actors. Unpacking what it means to ‘intervene’ in diverse encounters with different partners enables us to come up with new proposals on how we can answer into the requests to ‘get real’, and by the relevant in ongoing knowledge dialogues.

Keywords: knowledge dialogues, encounters, interventions

Session: Tourism knowledge I

Systemic and Public participation GIS approaches to developing integrative sustainability indicators for tourism in sensitive regions

Kristín Rut Kristjánsdóttir, University of Iceland, sustainability.tourism@gmail.com

Scarcity of natural resources increases the importance of sustainability. Many of the world's most popular tourist destinations are dependent on unique and distinctive ecosystems and cultures. In order to decrease the risk of conflicts of interest it is important that decision makers can support their decisions with multi stakeholder perspectives. The aim of the presented research is to develop a framework of how to public participation in developing sustainability indicators for tourism in sensitive regions. Phenomena relevant to sustainability issues in ecologically sensitive regions are identified through public participation using GIS and systemic methods. These phenomena are also compared to indicators derived from official documents and government programs on sustainable tourism development relevant for the research area. The results of this research include developing a framework for developing sustainability tourism indicators for local communities in ecologically sensitive regions and a sustainability assessment of the research area. This research is an ongoing project. The research area is not yet decided as currently the main focus is on methodological development.

Keywords: Sustainability indicators, tourism, sensitive regions, public participation

Session: Influencing sustainable behaviour in tourism and hospitality II

The potential of and limits to ‘turistification’ in Lofoten, Norway

Berit Kristoffersen, University of Tromsø - the Arctic University of Norway, berit.kristoffersen@uit.no

Mette Ravn Midtgard, Sintef, mette.midtgard@sintef.no

After concerted efforts, the Lofoten islands, known for being the centre for cod fisheries for decades, have established itself as an internationally acclaimed destination. The continuously increasing number of visitors sparks local debates about whether Lofoten is now reaching its limits. This reflects a shift from debates in the 1990s and 2000s, where the main concern was whether the fishing villages were in the process of becoming ‘tourist villages’ with the transformation of Henningsvær as the main case in point. Now, local concerns comprise the degree of the ‘turistification’ of Lofoten as a whole. This paper addresses this ‘turistification’ of Lofoten through a study of conducted together with Destination Lofoten and the Lofoten Council in the summer of 2016. The aim is of contribute to a long-term sustainable strategy for both responsible innovation and policy formation in and for Lofoten by exploring this issue together with the key actors involved in this processes.

Keywords: Lofoten, turistification, authenticity, Norway

Session: Mobilizing responsibility – Rethinking collaboration and research designs II

Everything is not for sale - Tourism ethics in Finnish Lapland

Outi Kugapi, University of Lapland, outi.kugapi@ulapland.fi

Have you travelled to Lapland and bought souvenirs from one of the many souvenir shops in the area? Have you checked the bottom of the Sámi doll or reindeer figure before buying? Does it say Made in China? This is one of the examples of how tourism exploits indigenous Sámi community in Finland. Decades ago souvenirs were made by Sámi themselves and sold in road side markets. This way the Sámi could practice their handicraft skills, learn the use of materials and get some livelihood as well. Nowadays almost all of the souvenir shops in Lapland sell products which are produced in Asia; not in Lapland, not by Sámi. The way tourism is producing information for travelers about the cultural heritage of Sámi is not always information produced by Sámi. Good example of this is the use of gákti, the Sámi costume, which is usually, in tourism, worn by non Sámi. These examples are against the principles of responsible tourism: tourism should promote local culture in responsible ways. The aim of my paper is to raise a discussion of new ethical ways of promoting Sámi cultural heritage in tourism industry. Community-based approach would be essential for constructing more responsible tourism, the Sámi would get their voice heard. In my paper, I will concentrate to handicrafts, because they are essential part of the indigenous cultural heritage and livelihood. Handicrafts are promoting the culture as it is and the cultural heritage lives in Sámi handicrafts. For creating more ethical tourism businesses, the tourist entrepreneurs should remember that there are options for non-locally produced souvenirs and options for gákti. Everything is not for sale and there are things which should stay only in Sámi community.

Keywords: indigenous, cultural heritage, tourism, handicrafts, responsible tourism

Session: Wrestling with the ethical questions of cultural heritage in the tourism industry

Who says they all need to cooperate? Rethinking local networking for destination development and internationalization

Outi Kulusjärvi, University of Oulu, outi.kulusjarvi@oulu.fi

The ideal of destination-wide networking of local tourism actors is seen as an ideal in mainstream tourism network research. Such discourse often frames also tourism development in destination communities. Local tourism actors are expected to first network locally, achieve economies of scale and, in this way, facilitate internationalization and growth of tourism. However, such tourism knowledge is built upon the idea that local tourism actors would, or at least should have, a shared goal for destination development. This idea can be seen as problematic, since it expects tourism actors to have similar values for destination development, too. We can ask then whose tourism knowledge guides destination development. In practice, tourism actors working in a destination can have much differing conceptions on desired tourism development. Destinations are meeting places of local traditions, global influences, business growth aims as well as values for sustainability. In the presentation, I rethink local networking and its role in destination development and in working towards sustainability. Particularly I ask what would be ethical tourism knowledge as regards tourism networking. Here, dichotomies of local-global and growth-sustainability become problematized. I discuss these issues with the help of insights from local tourism actors working in Ylläs destination in Finnish Lapland. Semi-structured in-depth interviews were conducted for 37 local tourism actors in 2015. In Ylläs, down-hill skiing is the most promoted tourism activity but there are strong alternative viewpoints to development. I suggest that establishing connections with the global scale does not always require destination-scale networking. There could be more value-based ways for tourism networking. If local actors would not be expected to amalgamate with the mainstream, growth-oriented destination development discourse and practices, the alternative views could become empowered. This could facilitate the creation of alternative, more sustainable paths for destination development. Yet, these alternative paths are not necessary more ‘local’. International connections can be built also for supporting less growth-oriented, more ecologically and socially sustainable tourism. These results indicate a new way to know about local destinations as part of global tourism networks.

Keywords: cooperation, destination development, local-global dichotomy, sustainability, Lapland

Session: Tourism knowledge III

Making place: Winter events as rhetorical resources for meanings of the North

Trine Kvidal-Røvik, UiT the Arctic University of Norway, trine.kvidal@uit.no

This paper deals with the production of place via winter adventure events. Specifically, I use the long-distance sled dog races Iditarod of Alaska and the Finnmark race as cases to explore place-making in the North. I argue that how people experience, perform and perceive these events, depend on the rhetoric of the places in which they are physically located. In order to discuss the meanings associated with the Finnmark race and the Iditarod of Alaska and how they are interlinked with meanings associated with Finnmark and Alaska, I take a critical rhetorical approach to place and argue that "Ideologies, reflected in the symbolic creation of place, are apparent in the subject positions and collective identities promoted by such places" (Donofrio, 2010, p.152). I see place as "a node for understanding how locations, bodies, words, visual symbols, experiences, memories and dominant meanings all interact to make and remake place" (Endres & Senda-Cook, 2011, p. 277). Paths laid down throughout the North, both in terms of narratives and ideologies, settlements and infrastructure, have been - and are continuously - pursued and contested. The forever-preliminary outcomes of such negotiations have - in past and present - provided directions for identity processes where landscapes, nation states, and ethnic groups are identified and positioned as parties in arctic narratives, while the meaning of nature has been put at stake. The cultural identities these winter adventure events recreate are unifying elements and shared cultural practices of Alaskan-ness and Finnmark-ness, as well as arenas where difference and marginalization can be played out, re-created, and sometimes confronted and challenged. I am interested in the rhetoric of place, particularly as theorized by Blair and Dickinson. Blair (1999, 2001, 2006) has argued that in order to ''take materiality seriously,'' scholars need to consider sites as more than contexts but as artifacts in themselves. Dickinson's (1997, 2002) work has questioned productions of spaces and places, pointing to how places we think of as neutral actually communicate ideologies in their very being (Aoki, Dickinson, & Ott, 2010; Dickinson, Ott, & Aoki, 2005, 2006; Ott, Aoki, & Dickinson, 2011; Stewart & Dickinson, 2008). This scholarship has demonstrated the consequences embedded in the places that surround us as we celebrate or consume (Senda-Cook, 2013, p. 357). The goal of the paper is to examine the rhetorical aspects of these events to determine how the memories evoked and referenced by them achieve durability over time and a compelling force in a particular context. Specifically, I examine the extent to which the events function as resources for public memory, in its reflection and evocation of fundamental issues regarding the place in both its social and material manifestations, and cultural projection, providing the rhetorical means, the materiality, through which social groups seek to further their own interests and assert some control over spaces in the north (Gallagher and LaWare, 2010).

Keywords: winter events, place making, the Finnmark Race, Iditarod of Alaska, critical rhetoric

Session: (Winter) Adventures in the North: Performances and responsibilities

Embodied knowledge of future in small tourism businesses

Sanna Kyyrä, University of Lapland, sanna.kyyra@ulapland.fi

In small tourism businesses future and the knowledge of it seem to be very much embedded in the mundane work related in product development for instance, and there are not any separate foresight processes or models or structures how to "see" into the future. Very often entrepreneurs feel it difficult to find words on how they know how, when and why to act in a specific way aiming toward future. In tourism research, organization theory and futures research, the explicit knowledge very often dominates discussions about knowledge and knowledge production and other ways to understand the knowledge and knowing are defined more as alternative approaches. Drawing upon the practice-based approach I explore temporally and spatially based socio-material practicing emphasizing the nature of embodied knowing and knowledge. In this presentation, I discuss the ways to know of future in and through body. I illustrate my approach with my preliminary findings from an auto-ethnographic study based, for now, on one small tourism business. Ethnography, as the study of social phenomena, is based on an assumption that we can know about and make sense on the phenomena by participating in the mundane lives of those people related to the phenomena. The presentation contributes to our understanding about embodied ways of knowing as well as opens new insights in futureorientedness of small businesses.

Keywords: body, knowing, practices, auto-ethnography, small tourism businesses

Session: Tourism knowledge II

L

WHAT MAKES SOCIAL ENCOUNTERS AND SIGHTS INTERESTING FOR TOURISTS?

Svein Larsen, University of Bergen, svein.larsen@uib.no

Katharina Wolff, University of Bergen, Katharina.Wolff@uib.no

Rouven Doran, University of Bergen, rouven.doran@uib.no

Tourist role theory (Cohen, 1972) postulates that familiarity and novelty are opposites on a preference continuum. This framework sees the tourist as being either a novelty or a familiarity seeker in the quest for experiences. The interaction-hypothesis-of-interest however states that inherent interestingness of a stimulus will be maximal when novel and familiar elements are present at the same time (Teigen, 1985 a,b,c); 1987). This implies that aspects of the situation and not the individuals' personality, determine whether an experience is perceived as being interesting or not. Data from two different surveys of tourists in Norway (Study 1; N=1029, Study 2, N = 759) were used to investigate this assumption. In Study 1 tourists were asked to rate degree of interestingness concerning meeting familiar/unfamiliar tourists on familiar/unfamiliar places. In Study 2, tourists were asked to rate willingness to pay for, attractiveness and interestingness for familiar/unfamiliar attractions in familiar/unfamiliar places. Results for social encounters clearly indicate that interestingness is a function of both familiarity and novelty. Tourists prefer to meet familiar people in unfamiliar places and unfamiliar people in familiar places. The results concerning attractions are less clear. None the less tourists want to experience novel attractions in familiar places, but in unfamiliar places, people find known and unknown sights equally attractive. This indicates that people are not inherently novelty/or familiarity seekers. It is may rather be the presence of novelty and familiarity in the situation that account for the interestingness of a tourist experience.

Keywords: novelty, familiarity, tourist experience

Session: Tourism knowledge II

Colonial Modernity: a viable approach to conceptualizing East Asian tourism

Young-Sook Lee, UiT The Arctic University of Norway, young-sook.lee@uit.no

This paper proposes a discussion on the applicability of colonial modernity as an alternate approach to modern/ postmodern and colonial/ postcolonial approaches in tourism studies to conceptualize contemporary East Asia tourism. Colonial/ postcolonial approach in tourism studies identifies the colonial history and physical remnants as tourist attraction that may appeal to ex-colonizers´ romanticism over the colonized places (Nash, 1989; Henderson, 2004; Hall & Tucker, 2004). Such identifications bring out the issue of researcher position in conceptualizing the tourism phenomena (i.e. the identity of the ex-colonizee from the indigenous perspective vs from the tourists/ ex-colonizers´ perspective; tradition and evolving tradition etc.). While the definition of modernity/ postmodernity may not be easily agreed on, the idea that tourism is quintessentially modern/ postmodern phenomena (Franklin, 2003) is relatively well accepted. What is not sufficiently debated is whether the modern/ postmodern social changes should be assumed as a united/ globalized notion, encompassing all contemporary societies of the world. Given the context, the paper suggests to consider and debate on the colonial modernity approach as an alternate to the two above approaches. Proposed as the East Asian form of modernization pathway (Barlow, 1997), colonial modernity has been aptly taken up in cultural studies domain to better understand East Asia societies. The paper reviews main characteristics of colonial modernity in assessing the applicability in East Asian tourism studies

Keywords: East Asian Tourism, colonial modernity

Session: Tourism knowledge I

The state-of-the art in tourism marketing research – the paradigm shift towards brands and branding?

Arja Lemmetyinen, Turku School of Economics at the University of Turku, arinle@utu.fi

Saila Saraniemi, University of Oulu, saila.saraniemi@oulu.fi

In this study we focus on the state-of-the art in tourism marketing research during the past few decades. The author (forthcoming) has conducted an investigation based on Skålén´s (2010) critical discourse analysis among the research generated in academic journals focusing on cruise tourism and found a paradigm shift which redirect the meaning of the marketing discourse towards brands and branding, brand equity and brand associations, in particular. This interpretation follows de Chernatony (2003, 324) as one of the pioneers to forecast the paradigm shift and to discuss the challenges marketers face in developing and sustaining brand added values. It is only worth developing added values if they are relevant to the target market and noticeably different from those of competitors. The field of tourism is characteristically viewed from several academic perspectives, which may be described as pre-paradigmatic and multidisciplinary, and resulting in fragmentation, managerialism and a lack of unifying theoretical perspectives in the empirical research (Papathanassis and Beckmann, 2011). A step further is to recognize what Skålén (2010) calls for the nodal points, in other words understanding brand equity and finding value-added brand associations. Brand equity is defined as "the set of brand assets and liabilities linked to a brand, its name, symbol, that adds to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers" Aaker (1991,15). This approach parallels what Saraniemi and Kylänen (2011) define as a customer-oriented approach in defining the concept of destination. By analyzing relevant journals on tourism marketing and branding (such as for example Tourism Management, Annals of Tourism Research) we are able to state a research question whether the turning points (see Skålén, 2010) in academic research on tourism towards brands and branding could be characterized as changes that gave the research a direction to a more holistic view thus reducing the threat of fragmentation and managerialism reported in earlier research (the author, forthcoming; Skålén, 2010; Lohmann and Oliveira, 2009; Papathanassis and Beckmann, 2011).

Keywords: state-of-the art, tourism marketing research, paradigm shift, brands, branding

Session: Winning the hearts and wallets of tourists through successful branding

CRUISE TOURISM ALONG THE NORWEGIAN COASTLINE: HOW CAN LOCAL AGENTS ENHANCE THE GENERATION OF VALUE AT THE LOCAL LEVEL?

Einar Liar Madsen, Nordland Research Institute, elm@nforsk.no

Recently, the growth in cruise tourism has generally been higher than other forms of tourism both world–wide and in Norway. The cruise industry is dependent upon having good offers for their passengers. This sets demands on the tourist agencies’ products along the sailing route, both in terms of product quality and organization (product packaging, information, transport). Along the Norwegian coast, there will be a large potential linked to the development of niche products related to exploring tourism, adventure and nature-based tourism, where the interaction between nature and culture also is an important element. The cruise lines, ports and cities/towns are strongly associated with each other regarding tourism. However, few if any studies have looked into what destinations and small and medium sized businesses can do to create and increase value from cruise arrivals – the primary objective for this study. It is difficult to find another tourist industry that presents such a challenging relation between local and global, uniqueness and standardization, and such a complex array of players directly contributing to the final product (Gui and Rosso , 2011). Thus, the cruise industry offers a particular vantage point to understand the evolution of global tourism, innovation and value creation, and what it demands of national industry players.   This study provide novel insights into the different aspects of how cruise tourism can contribute to the larger perennial value creation on land through better organization and development of sub-contractor systems. We emphasize the interaction between industry actors (cruise companies, ports, tourism enterprises), R&D actors and public authorities supported by new insights about cruise tourists' preferences to achieve an innovative triple-helix effect. By focusing on the interdependency of these three perspectives we seek to generate knowledge relevant to practitioners such as managers of tourist firms/sub-contractors, ports, and cruise companies; policy makers, such as tourism authorities and agencies, county and municipality administrations and others wishing to increase the possibility for more successful exploitation of ports of call by cruise ship along the Norwegian coast line.

Keywords: cruise tourism, innovation, value creation, destination

Session: Entrepreneurial activity in hospitality and tourism II

Customer Relationship Management as strategy for audience development

Emma Lind, Agderforskning, emma.lind@agderforskning.no

This paper discusses the use of Customer Relationship Management (CRM) as a strategy in the creative sector. The main topic of discussion is to what extent creative or cultural organisations make use of CRM tools in their marketing and sale activities, and how a long-term approach to building customer loyalty can contribute to retaining or building new audiences. We are currently experiencing growth in a number of organisations and businesses within the cultural and creative sector. Digitalisation and technological developments are changing the way audiences experience and relate to art and culture: "digitisation has created unprecedented uncertainties for many creative enterprises, making it imperative that they find ways to reinvent their business models to capatilise on the opportunities and avoid the threats that the new environments brings" (Bakhshi and Throsby 2012). Considering these significant contextual developments for this sector, where both profitability and competitive capability is increasingly necessary in order to survive; audience development and strategic audience engagement is not only important for ensuring financial stability, it will become essential for survival. In this paper, I investigate how the power structures and trust between audience and industry is influenced, and the implications this relationship has on artistic production as well as policy developments. In light of recent cultural policy discussions, specifically linking cultural sectors with innovation policy (Boswijk, Thijssen et al. 2007; Dolfman, Holden et al. 2007; Nærings- og handelsdepartementet 2007; Maklan, Knox et al. 2008; Potts and Cunningham 2008; Potts, Cunningham et al. 2008; Muller, Rammer et al. 2009; Oakley 2009; Power 2009; Espelien and Gran 2011; Bakhshi and Throsby 2012), this paper also discusses if audiences, or rather relationships with audiences, can function as a driver of innovation for art and cultural organisations. This paper is part of an ongoing PhD- project exploring the role of the audience in the creative and cultural sector.

Keywords: creative industry, audience development, CRM, business process

Session: Marketing and innovation in tourism and hospitality

A Systematic Integrative Review of Diversity Management Research in Hospitality

Tone Therese Linge, University of Stavanger, tone.linge@uis.no

Trude Furunes, University of Stavanger, trude.furunes@uis.no

Aim: To determine the current knowledge of and provide a synthesis of current understanding of diversity management in hospitality research. To identify gaps in present knowledge, and thus provide bases for further research. Background: The hospitality workforce is becoming increasingly diverse. Diversity can take many forms, including differences in race, ethnic identity, age, gender, education, personality, socioeconomic level, functional level, and sexual orientation. If managed well, a diverse workforce can offer potential benefits for an organization. Method: This study applies an integrative literature review method, which allows for inclusion of qualitative and quantitative studies. By systematically synthesizing past literature, the aim this study is to provide a more comprehensive understanding of diversity management research in the hospitality industry. A systematic and well-defined literature search strategy, including 11 databases, with inclusion and exclusion criteria, was developed. In this process, 35 potential abstracts were screened and 22 articles fully read. Manual searches provided 16 additional studies, resulting in 38 articles, which were included in the final analysis. The software NVivo was used in the data analysis, including quality assessment of primary sources, analysing data through sub-group classification, extracting and coding, data display, and data comparison. Comparison of primary sources included identifying patterns, themes or relationships. Results: Of the 38 studies, the distribution of qualitative and quantitative methodologies was equal. A majority of studies focused on ethnicity and/or gender, and few studies included intersectional perspectives. Fifteen of the studies were conducted in the USA, while the remaining represented a broad specter of countries from all parts of the world. More than half of the studies reflected managerial perspectives, while the remaining studies focused on employees or hospitality students as units of analysis. The results indicate that there is a variety in methods and diversity perspectives, however there is little accumulated knowledge. Implications: A future challenge for diversity management research in hospitality is therefore to build on existing research to contribute to creating a comprehensive knowledge base for managing diversity in practice. A research agenda is suggested.

Keywords: integrative review, systematic review, literature search, diversity management, hospitality

Session: Conducting high quality tourism and hospitality research – Reflections and demonstrations of methodological approaches

Rhubarb cutting and other ways of engaging in tourism research

Katrín Anna Lund, University of Iceland, kl@hi.is

Fieldwork is earthbound – intimately involved in the natural and social landscape (James Clifford 1997) Questions of politics of knowledge production and issues of engagement in the field of tourism studies have not been at the forefront but have, however, been duly dealt with in other related disciplines for some time already. It is a matter of concern how researchers in the field of Tourism Studies are often unreflexive about their position as researchers and approach the field in an uncritical fashion. This, I want to argue, limits the scope of generating wider and often alternative knowledge within the field. In this paper, I shall turn to anthropology, the discipline in which my educational background derives from, and revisit debates about the value of the discipline, not least in relation to its main methodological approach, ethnography, that occurred in the wake of the postmodern turn during the 1980s and 1990s (see e.g. Appadurai, 1991; Clifford & Marcus, 1986; Gudeman & Rivera, 1990; Gupta & Ferguson, 1997; Marcus, 1998). By using examples and anecdotes from a research I have been involved in for the last five years I will examine fieldwork as an earthbound, but simultaneously spatially and temporally mobile practice and question what constitutes the field in fieldwork as well as what constitutes a research process. The aim is to scrutinize how knowledge is generated through collaboration constituted by constant negotiation and improvisations of identities, reciprocity and exchange between different actors, human and non-human. We thus have to acknowledge that research involves embodied social beings and the generation of knowledge happens at the interface of self and other where life is lived, or with earth.

Keywords: fieldwork, knowledge, anthropology, collaboration, earth

Session: Mobilizing responsibility – Rethinking collaboration and research designs II

Biometric tourism research - a literature review and a research agenda

Anu Lähteenmäki-Uutela, Turku School of Economics, anmlaht@utu.fi

Juulia Räikkönen, Turku School of Economics, juulia.raikkonen@utu.fi

Samuel Piha, Turku School of Economics, samuel.piha@utu.fi

In tourism and hospitality, the potential of biometrics (the methods of identifying or authenticating the identity of a person based on physiological or behavioral characteristics) was first related to security (facial features, fingerprints, and iris scans) but business opportunities were seen also in access/payment systems and product customization (Kang, Brewer & Bai, 2007). Due to the technological development, biometrics now offers various possibilities also for tourism research as data on tourist experiences can be collected with biometric technologies that monitor e.g. heart rate, skin conductance, facial expressions, and brain activity. The recent trend of personal analytics on various bodily and mental functions offers epistemological and methodological directions for techno-anthropological exploration of consumer behavior (Ruckenstein & Pantzar, 2015). Li, Scott, and Walters (2015) reviewed the methods for measuring emotions in tourism experiences and concluded that future studies need to combine self-reporting to psychophysiological measures, and Kim and Fesenmaier (2015) measured emotions with electrodermal activity combined to interviews. Hormone level measurement offers another example of biometric tourism research. The physiological functions of the body are the product of hormones (e.g. adrenaline, endorphin, cortisol, testosterone, melatonin, dopamine, serotonin) which form the chemistry behind emotional experiences. Thus, hormone level analysis would enhance understanding on tourism experiences. The hormone chemistry, in turn, is the product of the brain, leading to another potential biometrical perspective, neurotourism (Ma et al., 2014) which is a form of consumer neuroscience, examining brain functioning to explore preconscious, nonverbal stages of consumer behavior and mental processes underlying conscious awareness (Ohme, Matukin & Pacula-Lesniak 2011). With the current study, we continue the discussion on the possibilities for biometric tourism research. We extend the term biometrics to a wide range of functions of the body and the mind and suggest that future research agenda should acknowledge also the perspectives of sickness and health, metabolism, physical activity, adapting to temperature, sleep quality, sexual activity and reactions, as well as the use of alcohol and drugs. As the technologies for real-time measurement of different bodily functions are becoming increasingly available, tourism research cannot ignore the possibility for obtaining unbiased information on tourists' emotional responses at the physiological, chemical, and neurological levels.

Keywords: emotion measurement, biometrics, physiology, hormones, consumer neuroscience

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences II

Developing niches in adventure tourism: the case of commercial mountaineering

Kristin Løseth, Sogn og Fjordane University College, kristin.loseth@hisf.no

The presentation takes its starting point in an evolutionary approach to entrepreneurship (see e.g. Aldrich, 1999), and the investigation of how a new tourism niche develops. An aim of the research is to look beyond the individual business and instead emphasize how a specific branch of the tourism industry, in this case commercial mountaineering, develops over time. Aldrich draws on the empirical findings of the population ecology (see e.g. Hannan and Carroll, 1992), when he emphasizes how specifically new branches needs to develop efficient organizational knowledge and legitimacy. Knowledge development and transfer is needed not only within individual businesses, but between business offering similar services, between the specific branch and other parts of the wider tourism industry as well as between the branch and its market (s). While the historical roots of commercial mountaineering in Norway can be traced back to the early 1800s, modern full year mountaineering businesses have only been run for the last 15-20 years. With a relatively clear time span and number of actors involved, commercial mountaineering in Norway may provide a feasible case to learn more about knowledge development in niches of the tourism industry. The case study will involve descriptive data on how the branch has developed, e.g numbers of actors, and economic turnover. The main material is gathered through interviews with actors who have been central in the development of the branch- emphasizing issues concerning knowledge development and knowledge transfer (e.g the development of industry standards, formalization of knowledge, forming of branch associations, cooperation with other actors of the industry etc). The conference presentation will emphasize the theoretical background of the study as well as some preliminary finding based on pilot interviews taking place this summer. The evolutionary perspective may be a valuable way to learn more about how knowledge is being developed and transferred in new branches of a diverse nature based tourism industry, and not least how these processes better can be supported.

Keywords: commercial mountaineering, adventure tourism businesses, knowledge development, evolutionary approach to entrepreneurship

Session: Tourism knowledge II

M

Sustainable tourism and corporate social responsibility in Western Norway

Helene Maristuen, University college of Sogn and Fjordane, helene.maristuen@hisf.no

Sustainable tourism and corporate social responsibility in Western Norway Abstract This research is to examine the level of interest, understanding and implementation of sustainable tourism at destination level. Further to investigate the motivation of the tourism managers to implement practices of sustainable tourism and what they consider as important factors in product development. The research also includes how to approach sustainable tourism and how to market it. In order to develop new theories and how to implement sustainable tourism one need to know; What encourage and motivates destination managers to implement practices of sustainable tourism? How will sustainable tourism be part of the destination planning in the future? How do they include sustainable tourism in marketing? It is a qualitative study exploring how sustainable tourism are approached within destination management, what they consider as important factors in the process and measures of sustainability in the future. In addition, one will look at how they includes tourism in marketing and therefore if any of them refers to corporate social responsibility. Some of the main stakeholders in tourism development are the destination managers as they often are the advocates of what kind of development one wish. The region of "fjord Norway" is dependent on their natural resources as it is the prime motivation for tourists travelling to the region. It was conducted nine in depth interviews with destination managers from "fjord Norway". In conclusion, the interviewees responded that they would be motivated by getting additional resources and for instance information seminar would be good in order to motivate and inform stakeholders. It was also responded that they would like overall guidelines from a national level or an action plan where for instance the politicians take their responsibility on this issue. Most ot the interviewees referred to the "brand as a sustainable destination" from Innovation Norway. A quality logo or the "grass logo" from Innovation Norway was also mentioned but also the fact that some thought of marketing sustainability as too scary when there is no system to measure this. No one referred to corporate social responsibility as a measure in this work!

Keywords: sustainable tourism, motivation, product development, corporate social responsibility

Session: Influencing sustainable behaviour in tourism and hospitality I

How is the relationship between sustainable tourism and CSR in the Norwegian destinations?

Helene Maristuen, University college of Sogn and Fjordane, helene.maristuen@hisf.no

How is the relationship between sustainable tourism and CSR in the Norwegian destinations? Abstract This research is to examine if the Norwegian brand of sustainable tourism destinations will influence tourism businesses and their behavior. Further the research wants to find out if is possible to influence to a more sustainable behavior in using corporate social responsibility as a tool in this process. In order to develop new theories within this field one will ask the following research question: How do they define corporate social responsibility? What measures do they do within corporate social responsibility? It is a qualitative study exploring how different tourism destinations use, if they use – the brand of sustainable tourism destinations in defining their corporate social responsibility. The aim of the study is to examine the level of interest, understanding and implementation of corporate social responsibility in tourism businesses. The study will be a comparative study in six different destinations in Norway with two to four tourism businesses in each destination. They differ in size, season and general attributes but they all have in common the achievement of the Norwegian brand as a sustainable destination, initiated by Innovation Norway. The six destinations are Svalbard, Geilo, Trysil, Røros, Vega and Lærdal. One will conduct 12 to 24 in -depth interviews with the tourism business owners/managers during the summer of 2016 to get a profound insight within the subject.

Keywords: Norwegian "brand" for sustainable tourist destinations, corporate social responsibility

Session: Influencing sustainable behaviour in tourism and hospitality II

City centres as touristic experiences

Heli Marjanen, Turku School of Economics, heli.marjanen@utu.fi

Anna-Maija-Kohijoki, Turku School of Economics, anna-maija.kohijoki@utu.fi

As the definition of a “tourist” conventionally includes the travel from one’s permanent residence, on temporary basis, for the purpose of seeking new experiences, having fun & entertaining, doing sports, seeing cultural & historical places etc., local residents attending these activities are not considered as “tourists”. However, especially in smaller cities beyond the global importance, the local population together with other domestic visitors make up a substantive part of the market potential for the tourism and hospitality sector. For the local residents, in turn, they offer a possibility to enjoy “touristic experiences” on a regular bases, without travelling far but enjoying the escape from mundane routines. As such, they are quality of life enhancing experiences and especially important for the ageing population. An understanding of the ways in which tourists experience the places and people they visit is fundamental to the study of the consumption of tourism. It is, however, equally important for the town centre advocacy organizations attempting to create the urgently needed downtown economic renewal strategies. High street performance has traditionally been judged on retail-based measures, but at the time of “hyper-modernity” retail stores are increasingly becoming places of entertainment and life experiences and, hence, inseparable from other leisure establishments. According to Consumer Culture Theory (CCT), consumers have various projects and motivations that they aim to realize through shopping and consumption practices, and those service providers and places who offer the range of resources they need to accomplish such projects are going to prosper (Arnould, 2005). In the “economy of fascination” (Cachinho, 2014), retail is supporting social uses, not the other way round. In the current study, the role of tourism and hospitality related activities in promoting urban resilience in the city of Turku are discussed both in a theoretical and empirical way mobilizing the Consumer Culture Theory (CCT) approach and supported by consumer interviews conducted in the city centre. The main emphasis is on shedding the light on ways how the city centre of Turku is experienced and consumed by the local population.

Keywords: city centres, consumer culture theory, retailing, experiences

Session: Urban versus rural tourism landscapes

Psychosocial risks in the restaurant sector

Gro Ellen Mathisen, University of Stavanger, gro.e.mathisen@uis.no

Several work environment factors can impede or promote employees' capabilities. Psychosocial risks are work environment aspects associated with the way work is organized, designed and managed on the one hand, and employees' competencies and needs on the other. It also concerns social relations between employees and between managers and employees. Psychosocial risks have long been acknowledged as important determinants to health, well-being, engagement and commitment and can be described on a continuum from health promoting to destructive factors (Leka & Jain, 2010). There is still limited empirical knowledge about psychosocial risks in the restaurant sector. This is a sector characterized with irregular working hours, several physical work environment challenges, temporary work force, high levels of diversity, and working closely with customers/guests. These characteristics may all be related to psychosocial risks and in order to better understand the mechanisms that promote well-being and health as well as work capabilities, there is a specific need to study the restaurant sector. The present study analyses data from the Norwegian Living Condition Survey 2013 collected on a representative sample of 10875 respondents. The response rate was 53%. 177 of the respondents were waiters or cooks. Preliminary findings show that the restaurant sector has higher scores than Norwegian employees´ mean score on several negative psychosocial risks, including job demands, low job control, low levels of support from leader and imbalance between effort and reward. The conference presentation will show more detailed results as well as discussing actions to mitigate the risks.

Keywords: psychosocial work environment, stress, restaurant

Session: Human factors and the provision of tourism and hospitality services II

THE SOCIAL SUSTAINABILITY OF CULTURAL TOURISM: GOOD AND BAD PRACTICES ON MUSEUM ACCESSIBILITY

Mònica Molina, Universitat Autònoma de Barcelona, monica.molina@uab.cat

Cultural tourism is one of the most important generators of tourism as a way to attract new segments of demand that allow the destinations to lengthen the tourist season. At the same time it's also a way to support and keep their national cultural heritage. Although the Universal Declaration of Human Rights (1948) in its Article 27 says that: "Everyone has the right to participate freely in cultural life of the community, to enjoy the arts and to share scientific advancements and its benefits resulting therefrom ", there are groups of the society, as persons with disabilities, the elderly persons or families that do not have full access guaranteed to culture as the rest of the population. Cultural tourism has to be socially sustainable and betting on universal design and applying accessibility measures could be the first step in creating an inclusive and not exclusive society. We analyze the paper that museums represent into the community when they open their doors to different audiences, regardless of their needs, and all the people can enjoy art and culture with the rest of the population. The inclusion must involve varying degrees of participation of both local people and visitors in the museum and also the rest of the community (enterprises, research, public administration). In this article we identify aspects related to museum accessibility with the aim to define good and bad practices that should be considered from these institutions to grant access to culture for all.

Keywords: cultural tourism, accessibility, museums, sustainable tourism, inclusive society

Session: Inclusive tourism or tourism for all? – Best practices in the tourism sector

Analysis of Visitor Expenditures at World Ski Championships 2015 in Falun - Sweden

Reza Mortazavi, Dalarna University, rem@du.se

Tobias Heldt, Dalarna University, the@du.se

There is a considerable competition to host big sporting events. One main reason is the direct visitor spending and the expected indirect effects such as the promotion of the host city/country as a business/tourism destination. The question of what factor influence visitors' expenditures at sport events has recently been receiving attention in the literature. The present study examines the case of the World Ski Championships for 2015 which were held in Falun, Sweden, between February 18 and March 1. In connection to the event, a survey was done collecting data on socioeconomic variables and visitors' expenditures. There were also questions about how content the visitors were with the events and in what degree various factors affected their experience. The main purpose of this study is to analyse the determinants of expenditures and the overall experience of the visitors to this event. Another issue that is looked into is the comparison of methods for estimating the economic impact. The on-site survey method is compared with the post-telephone method. Estimates of economic impact from both methods are then contrasted with actual records of sales. The preliminary results suggest that income and nationality are significant factors in determining expenditures and that there is a difference between the methods for comparing overall economic impact.

Keywords: Sport events, Visitor expenditures, World Ski Championships 2015

Session: Analysing experiences – Events and festivals

Sudden increase in incompetent hikers creates dilemmas for volunteer-based search and rescue services

Reidar J. Mykletun, Molde University College, reidar.j.mykletun@uis.no

Volunteers either from local groups of Red Cross or from Norwegian people's aid are called on for search and rescue-operations when hikers are stuck or involved in accidents in Norwegian mountains. The local police will manage the operations, and in severe cases, helicopter assistance is offered. However, the capacities of these rescue groups are limited as these volunteers have ordinary jobs from which they must take unpaid leave when called upon for a rescue operation. The question addressed by this study is: What happens when there is a sharp and unexpected increase in demand for search and rescue operations due to a sudden increase in number of hikers. Trolltunga, a unique mountain cliff in Fjord-Norway, provides an example and is the case studied here. Stunning images of visitors on the cliff, shared via social media online, created an exponential growth in number of visitors, which rose from about 100 visitors in 2009 to 64,000 in 2015. Data were collected by interviews with hikers and rescue teams from the Red Cross, the Chief Police Officer in the municipality, tour guides, and the manager of the Hardangerfjord destination. Observations were made on the entire route, and texts from newspapers and webpages were examined. A new type of unexperienced hikers constitute more than half of the visitors, chasing "hot spots" to have photos taken of themselves on the spot. They lack hiking competence and equipment. As the access to the Trolltunga is a simple path, accidents are likely to happen especially on narrow, steep and wet places. In 2015, local Red Cross-volunteers made 22 official operations. The volunteers must find and assist the victim without motorized transport. This strenuous and time-consuming undertaking lead to overload and frustrations when caused incompetent hikers. Measures to prevent accidents will now be installed, such as better information, signs and a couple of emergency shelters along the trail. Most likely, this is insufficient, as the basic understanding of how this wild nature may exceed the coping resources of some of the visitors is lacking. Hence, the expectation of the study is that the number of rescue operations will continue to rise.

Keywords: hiking, accidents, search and rescue, volunteers, Trolltunga

Session: Volunteers in the tourism industry

Infusing Tourism Geographies

Dieter K. Müller, Umeå University, dieter.muller@umu.se

Tourism geographers usually claim that tourism matters. Besides being 'one of the largest industries on earth', it is sometimes claimed that tourism matters for many other realms of life. However, reading a number of critical accounts of the status of tourism geographies, it seems that tourism geographers have difficulties to convince fellow geographers and other scientists about the importance of tourism research. At the same time tourism geographers are influential in the wider field of tourism studies. Against this background I ask whether we do anything wrong as an academic community, and what we should do differently. It is further argued that large part of tourism studies never, at least not in a comprehensive manner, moved away from merely being a field of study focusing a single industry, despite ambitions of not doing it. Hence, the tourism industry and increasingly also tourism as practice have been the focus of tourism research. This can be justified, but as scientific practice it fails to necessitate the attention of other scholar. It is further argued that tourism geographies in fact are appreciated within tourism research since they at least attempt to see tourism as integrated part of other development or phenomenon. Examples are the tourism – climate change nexus, or the role of tourism within regional development. However in order to move forward and realize the full potential of tourism geographies, I argue, it is necessary to change the object of study. Instead of researching tourism, we should engage in studying regional development, climate change, urban and rural change, and economic geography and at the same time highlight tourism as an integrated agent of change. This shift from treating tourism as a study object towards using tourism as perspective on all kinds of societal development, an infusion of tourism geographies into other fields of research, opens new alleys for tourism research and, as I see it, offers exiting ways of utilizing our knowledge on tourism and mobility for explaining geographical change.

Keywords: tourism, geography, social science, tourism industry

Session: Tourism knowledge I

The whys or why nots of visiting a place: the significance of the information search

Maria Månsson, Liverpool John Moores University, l.e.mansson@ljmu.ac.uk

Lena Eskilsson, Lund University, lena.eskilsson@ism.lu.se

There are many attractions for tourists to choose from when visiting a destination so it is therefore important for tourist attractions to have a clear information strategy. This is vital because it is known that tourists' internet and smartphone practices have changed which have a great impact on tourists' information search. Furthermore, it is important to understand tourists' changes in information search as it has an impact on what attractions actually gets visited. The purpose of this project is therefore to study tourists' search for information before and during their trip, in this case German tourists who travels to Sweden. Moreover, we want to understand how tourists' information search behaviour affects the choice of attractions. The project is carried out in close collaboration with different tourism industry stakeholders and is financed by the R&D Fund of the Swedish Tourism & Hospitality Industry. The concluding aim of the project is to contribute to knowledge on communication strategies, both online and offline. We know that tourists search for information but how do tourists actually seek information? Which kind of information about attractions is most important; how long do individuals stay on a site before moving on; how many pages do they surf? Moreover, the question is what kind of information tourists are looking for at home but also away, and how they do this. This area is currently lacking systematic knowledge. To increase this knowledge, we will use different kind of methods and collaborate with different tourism industry stakeholders. It will be questionnaires that are sent to individuals in Germany with the assistance of Visit Sweden in Hamburg and interviews with tourists while visiting Astrid Lindgrens Värld and Ystad, two destinations we are closely collaborating with. However, in order to actually learn how German tourists search for information on the internet, we will conduct an experiment, in which individuals are instructed to plan a trip to Astrid Lindgrens Värld and to Ystad. By doing this we aim to increase tourism actors' knowledge on how they could improve and develop their information strategy both online and offline: what are the sources of information, and which are the combinations thereof, that contribute to the creation of appealing attractions – and thus to an increase in visitor numbers. This project has just started but we will be able to share preliminary findings in September.

Keywords: ICT, information search, collaborations, German tourists

Session: Marketing, innovation and digital business in tourism and hospitality

Challenges of responsible tourism at archaeological sites

Maija Mäki, University of Turku, maija.j.maki@utu.fi

In this presentation I will discuss the viewpoints that arise from the questions of cultural sustainability and responsibility on tourism practices at archaeological sites in Finland. The presentation will be based on my doctoral thesis (will be completed in 2017) of the possible futures of tourism at archaeological sites in Finland. In recent years there have been significant changes in the operational environment of archaeological heritage and tourist practices. For example the systematic site management of ancient remains has decreased severely. In this paper I will discuss whose voices and perspectives stand out when tourist services are developed relying on the principles of the sustainable tourism standards. The perspectives of sustainability and responsibility are discussed by the viewpoints of the ancient relics themselves, local inhabitants, tourism developers and entrepreneurs. What are ethical values and definitions of different stakeholders? How do these values and ethical choices influence different sites in the concrete level? What are the possibilities of the future development of these sites based on the ethnological observation of the research?

Keywords: sustainability, responsibility, archaeological sites, future orientation

Session: Wrestling with the ethical questions of cultural heritage in the tourism industry

N

From Fear to Protection. History of Sharks in Marine Ecotourism

Katarzyna Negacz, Warsaw School of Economics,
katarzyna.negacz@doktorant.sgh.waw.pl

Global popularity of tourism related to marine resources has increased substantially in recent years. It includes various elements of fauna and flora as well as diverse activities including bird watching, swimming with dolphins or shark diving. The latter has developed extensively in some countries with have favorable conditions, e.g. Palau, South Africa or Iceland. Sharks are one of the migratory species, crucial for marine food chain, which always stirred human imagination and were used as a product in different cultures. From the second half of the 20th century they became a subject of the animal tourism. Since then shark related tourism proved to be a source of income for local communities, an extreme sport for adrenaline oriented tourists and a tool for raising biodiversity awareness. In this paper, the author analyzes the roots of shark tourism, its development and future possibilities. She focuses on shark activities which may be classified as ecotourism and include elements of nature protection which gradually appeared in this business. The research methods such as literature review and statistical data analysis enable the author to compare how shark tourism profitability, scale and character changed through the years.

Keywords: shark, marine tourism, ecotourism, biodiversity protection, sustainable development

Session: Wrestling with the ethical questions of cultural heritage in the tourism industry

WWOOFing in Norway: motivations and benefits sought

Ingeborg Nordbø, University College of Southeast Norway, ingeborg.m.nordbo@hit.no

An increasing number of people travel to do “a difference” and to develop themselves while exploring the world. This has become evident through the growing memberships of a diverse array of international volunteer organizations. Much of the research on volunteering and volunteering in tourism has been conducted in a North-South perspective following traditional travel patterns. In this study volunteering in tourism will be looked at when conducted in a rich high-cost country, Norway. The study focuses on the motivations and perceived benefits for foreigners volunteering in Norway, through the wwoof-network. Wwoof is an international network offering people to work as volunteers on organic farms throughout the world. Through a survey to all members of wwoof-Norway in the spring of 2016. We will look into the concept of “benefits” and see who the wwoofers are and what benefits they seek to get out of the volunteering work. Are they driven by a genuine interest in organic farming, ideological reasoning or is this yet another way of achieving self-realization. Using theories of collaborative consumption and self-determination theory the article will more over seek to place these people in the frame of the “sharing economy” which lately has caught the attention of many scholars, not the least since is also changing the very nature of the accommodation sector itself.

Keywords: volunteering tourism, WWOOF, organic farming, collaborative consumption, self-determination theory, sharing economy

Session: Volunteers in the tourism industry

Drivers to Innovation in Tourism: Information Sources and Working Methods.

Anne Nordli, Lillehammer University College, anne.nordli@hil.no

Hjalager (2010) and other researchers require more research in general on innovation in tourism. For example does the literature lacks identification of specific drivers to innovation in tourism, which are the field of this study. Literature has previously noted the importance of drawing on internal and external information sources when companies want to solve problems, improve performance, develop new products and so on. In addition (E. Lorenz et al., 2007) among other researchers state how workplace learning and organization culture and different work organizations are crucial to innovation. The literature point on organizations using teamwork, job rotation and problem solving techniques as more innovative and capable of fast learning and highly adaptive responses. Above research areas are underdeveloped in regard to pure tourism research. This study explores information sources and working methods as drivers to tourism innovation. The study uses CIS-data (Community Innovation Survey) from the tourism industry conducted of the Statics Norway during the years 2008-2010. Because of the dichotomous nature of the data, the analytical method chosen is a 2-step binary logistic regression. The study find the variable of internal information and information from customers, suppliers and competitors significant to innovation. In regard to working methods, the study find the internal working methods of cross functional work teams and non-economic incentives such as flexibility, more interesting work tasks and more flexibility significant to innovation. Implications: The study contributes with crucial knowledge especially concerning managing innovation in tourism business. Findings reveal how managers can stimulate to innovation by organizing cross-functional work teams combined with non-economic incentives. In addition, more strategic and systematic gathering of information from the organization, suppliers, customers and competitors can be crucial to implement innovations. The methodological analysis are finished and the paper are under development.

Keywords: drivers to innovation in tourism, the CIS (Community Innovation Survey), information Sources, working methods

Session: Marketing and innovation in tourism and hospitality

CIS – Measuring the Tip of an Iceberg: Clarifying Hidden Innovation in Tourism

Anne Nordli, Lillehammer University College, anne.nordli@hil.no

Hjalager (2010) and other researchers argue that more innovation surveys in tourism are needed. At the same time, literature point at deficient quantitative instruments used to measure this innovation. (Camisón & Monfort-Mir, 2012) have questioned whether hidden innovation may explain the low innovation rates in the tourism industry that some surveys have revealed. The purpose of this study is to explore whether parts of innovation remains hidden when using the CIS instrument (Community Innovation Survey) to measure innovation in tourism. The CIS survey is send to the top level/management of organizations included in the survey. This paper aims to develop more knowledge about the hidden innovation in regard to development of better quantitative instruments for future innovation research, but also in regard to managing innovation in tourism. Top managers and department managers from different tourism businesses were interviewed after they had completed a CIS questionnaire. The focus was to find out whether crucial innovation had been implemented but not reported in this questionnaire. Findings indicate that the CIS is too concerned with technological innovation and does not capture important innovation in relation to service characteristics. The paper argues how CIS measures only the tip of an "Innovation Iceberg" and illustrates the "hidden" innovation in an iceberg model. Beneath the surface findings reveal several examples of innovation which have not been reported in the CIS, thus hidden. The paper contributes by clarifying the hidden innovation more clearly. Hidden innovation are characterized by accelerated innovation processes (merging planning and executing) and more practice driven processes, that are initiated more locally at department level. The hidden innovation seems to be driven by evaluation between employees and does not involve top management because of low investment level. Top managers seems to have recognized the importance of the hidden innovation and motivates and encourage to those processes even though they does not know the details of the innovations. The paper discusses methodological and managerial implications for the findings. Data collection and analysis are finished and a full paper draft already developed.

Keywords: innovation in tourism, the CIS (Community Innovation Survey), "hidden" innovation, the innovation iceberg

Session: Marketing, innovation and digital business in tourism and hospitality

o

Entrepreneurial Talents: Discovery Sessions to Increase Hope, Future, and Confidence in Starting a Business

Mona Anita Olsen, Cornell University, olsen@cornell.edu

The global call to action for entrepreneurial thinking across society continues to increasingly impact local and national ecosystems. "Entrepreneurship education is essential for developing the human capital necessary for the society of the future. It is not enough to add entrepreneurship at the perimeter." The rise in student entrepreneurial interest has created an opportunity for hospitality programs to launch an initiative to support each student's entrepreneurial narrative upon entering the university via Gallup's Entrepreneurial Profile 10 (EP10), a structured, web based assessment designed to assess the talents needed for success in entrepreneurial activities and to support the top entrepreneurially inclined students more effectively from the start of their entrepreneurial journey while at the university. The EP10 measures the 10 innate talents that successful entrepreneurs share including risk, determination, disruptor, independence, knowledge, confidence, selling, relationship, profitability, and delegator. Participants receive a customized EP10 report which ranks the ten talents in descending order, with the most dominant talents noted for each individual. Participants are encouraged to focus on their top four talents; these are likely to be the most dominant talents for the individual, salient descriptors of a person's approach to everyday experiences and the greatest area for potential growth. The EP10 report enables students to determine how to effectively apply his or her talents in an entrepreneurial endeavor. For the students who are not interested in pursuing entrepreneurship, the EP10 report helps in building an entrepreneurial mindset - resourcefulness, optimism, pragmatism, and resilience- critical qualities for the workforce of the future. The purpose of this quasi-experimental study is to test the effectiveness of a 60-minute single-session self-awareness intervention that focuses on self-awareness, hope for the future, and confidence to start a business.

Keywords: entrepreneurship, entrepreneurial talents, Gallup EP10, economic development, global

Session: Entrepreneurial activity in hospitality and tourism II

Balancing Experience with New Ideas: Educational community engagement as a solution for local archipelago entrepreneur's need for competence recruitment, and students' need for facilitated work life entry.

Gustaf Onn, Södertörn University, gustaf.onn@sh.se

In Sweden, many rural depopulating areas sees tourism a the strategic option in which the hope for future of the local society is put; such a tremendous assignment warrants some thought on how it works, how it interlinks with societal development at large and customer preference evolution specifically. For a few years, many have sought a salvage through tourism; that it would somehow bring tourists in and the tourists would finance the population's urbanisation refusal. In the archipelagoes of Sweden and Finland, there is a vast overcrowding in July, but hardly any visitors in the remainder of the year, save a few weekends and holidays like Easter, when second home owners come out. This has lead to too much work in season and too little off season, in turn leading to difficulties in recruitment. Prolongation of the season has been discussed for as long as I can remember, but it seems not to be around yet, at least not in the archipelagoes. Clearly, if you hit the capacity roof in season, and cannot expand anything off season, there is limited incentives for upgrading your product. However, this impossibility of season expansion may be caused by marketing myopia. Sticking to old business models with old customers, old cooperation patterns etc. are unlikely to open new avenues. Hence it is in development of new business models that expansion can be sought. Here entrepreneur experience of running archipelago businesses may be of little help. On the other hand, experience may help balance choice and interpretation of the alternative business models that can be found in e.g. current education. Here Tourism students, on the other hand, face difficulties getting occupation matching their level of education, forcing them to take on jobs, they could have got without education. Hence fusing the two groups introduces a possibility of remedying respective group's predicaments and find a balance in more than one of the structural problems of the archipelagoes.

Keywords: Season extension, business models, community engagement

Session: The tourism industry and academia side by side

P

Walking as a means of mobility: Researching tourism-related walkability in Helsinki

Kaisa Paananen, University of Helsinki, kaisa.paananen@helsinki.fi

The study examines the walkability-related constraints and facilitators that tourist face inside the city, focusing on temporal and spatial factors. The study participates in the discussion of tourism mobility inside the destination and develops new techniques to study this. Walking is the one of the most popular forms of tourist mobility inside the destination and walkable environments can act as tourism-related attractions themselves. However, tourism-related walkability research is in its infancy. Walking is a sustainable form of mobility. Walking can reduce traffic jams, energy consumption and discharges and work as a tool for urban redevelopment. Many social activities happen in walkable environments and the environment affects the quality of these activities. Walking is an inexpensive way to move. One can say that walkable cities are also sustainable cities. The paper participates in the discussion of tourism mobility from the viewpoint of tourists' behavior. By knowing what tourists' think is a walkable, can they be encouraged to walk instead of using another form of transport. The theory is based on leisure facilitators-constraints interaction model. The paper seeks to create a new method for studying tourists' mobility. Data is collected with surveys and a mobile application that consist of a tracker, surveys and the possibility to take photos and add comments. So this study uses mixed method. The application is designed for study purpose. The data is analyzed by combining GIS, statistical analyses of the surveys and content analysis of the comments and photos. The data gathered with the application will give information about where, when and what kind of constraints and facilitators happen and how they affect the way when and where tourists move by foot. With the survey data, the issues tourists find important while walking, are studied. The results are classified based on theories on walkability and leisure-study related facilitators-constraints. This will create a theoretical classification for tourists' walkability-related constraints and facilitators. The will be preliminary results ready in September.

Keywords: urban tourism, walkability, walking, constraints, tourism mobility

Session: Urban versus rural tourism landscapes

DMOs, technology and digital business: a review

Juho Pesonen, University of Eastern Finland, juho.pesonen@uef.fi

Raija Komppula, University of Eastern Finland, raija.komppula@uef.fi

There is an ongoing discussion in the tourism literature on the role of a DMO. It is not even clear if the abbreviation comes from word destination management (Mariani et al., 2016; Reinhold et al., 2015) or destination marketing (Choi et al., 2015; Zavattaro & Daspit, 2016; Zhang et al., 2015) organization. Whatever the name or the role of the organization, it has become one of the central concepts and stakeholders in the tourism industry. However, it still remains unclear to what extent is the DMO responsible for the competitiveness of the destination and how we can quantify the success of DMO promotional activities over the long-term (Pike & Page, 2014). This study examines the concept of DMOs in a digital world. Information and Communication Technologies (ICTs) have revolutionized and keep changing tourism marketing and customer behavior, creating both problems as well as opportunities for DMOs. In this study literature examining DMOs and ICTs is reviewed. Using Google Scholar and Scopus databases with 11 various online marketing and destination keywords, this study provides an overview of digital business literature on DMOs and their role in destination marketing and management. Because of the fast changing landscape of digital business, only studies published since 2005 are included in this study. This study has several contributions. It reviews the earlier literature on DMOs and online destination marketing and management, provides information on the role of DMOs in the era of digital business and discusses future developments of DMOs from technology perspective. This study also examines some chosen examples of destination management and marketing in online era that are connected and elaborate literature review. By combining literature review and case study examples this study provides an extensive overview of the role of DMOs in marketing and managing a destination both for academics as well as practitioners. This study argues that destinations need more management as in the era of social media most efficient marketing is done by happy customers instead of destination marketing organization. DMOs are networks of stakeholders that enable technology adoption in the destination through pooling together resources of various actors.

Keywords: destination marketing, destination management, DMO, technology, digital business

Session: Marketing, innovation and digital business in tourism and hospitality

Eating insects? The effects of consumer knowledge on willingness to buy insect food

Samuel Piha, University of Turku, Samuel.piha@utu.fi

This exploratory study investigates how consumer knowledge influences willingness to buy (WTB) insect food products. A comparative approach between Northern and Central Europe is adopted to explore whether consumer knowledge has different effects on WTB across cultural areas in Europe. The study analyses a consumer survey data collected in Finland, Sweden, Germany and Czech Republic (N=887) with structural equation modelling and multi-group models. The results suggest that the effects of distinct types of knowledge and food neophobia on WTB significantly differ across Northern and Central Europe. In Northern Europe, consumers' objective knowledge and subjective knowledge of insect food predict WTB as much as previous product-related experiences and food neophobia. In Central Europe, product-related experiences and food neophobia are superior predictors to subjective and objective knowledge. It is also found that the consumers in Northern Europe are generally more positive towards insect food than the consumers in Central Europe. Possible explanations for the regional differences are reflected, and implications are suggested on how the region-specific features should be regarded when developing consumer education and promotion strategies for insect food.

Keywords: insect food; subjective knowledge; objective knowledge; product-related experiences; willingness to buy; food neophobia

Session: Sense or sensibility? The cognitive and affective nature of tourism experiences II

Ecological sustainability driving WoM-behaviour of a cruise customer

Tuomas Pohjola, Turku School of Economics, tuomas.pohjola@utu.fi

Darko Dimitrovski, University of Kragujevac, darko.dimitrovski@yahoo.com

Arja Lemmetyinen, Turku School of Economics, arinle@utu.fi

Lenita Nieminen, Turku School of Economics, lenita.nieminen@utu.fi

In this study the focus is on the branding of a cruise destination. We apply the concept of customer based brand equity (Aaker 1991) in order to understand how cruise passengers perceive the cultural heritage attractions included in their visit to a cruise destination. Brand equity is typically measured on several dimensions. First, these include brand loyalty or the ability of the brand to differentiate itself (variety) so as to attract and retain a high percentage of dedicated customers. Second, name awareness is likely to attract more people to a place than if the location is obscure and unheard of. Third, perceived quality places the brand in a certain way in the customer's mind (specificity), which persuades him or her of its superior strength in comparison to rival brands. Fourth, brand strength is nurtured by attribute associations, which are understood to determine the direction of "added value" (Riezebos 1994; 2003). These associations provide services with an aura of spectacle, beauty or authenticity by drawing on the context specificity of places, such as their landscape, heritage, climate, local competences and technologies. The question of how the visitors perceive the industrial heritage of a destination, for example, is of significance when the regional tourism organization is marketing the cruise destination for travel agencies and further to the potential passengers. The authors have followed (2009-2016) the development of a Finnish province on its way to become a cruise destination. Taking an ethnographic approach, the researchers were able to "enter into firsthand interaction with people in their everyday life" (Tedlock 2000, 470), and to observe branding process. The second part of the data will be gathered in summer 2016 by interviewing the cruise passengers who first arrive at the port of the cruise destination and then visit the industrial heritage attraction during the tour program. Based on the cruise brand equity model our aim is to find out whether the cruise passengers perceive industrial heritage as one of their potential value adding motives to buy a cruise product with the itineraries they have purchased.

Keywords: cruise destination, brand equity, industrial heritage, value adding

Session: Influencing sustainable behaviour in tourism and hospitality I

Strangers on the Tourist Route

Outi Rantala, University of Lapland, outi.rantala@ulapland.fi

Beate Bursta, UiT the Arctic University of Norway, beate.bursta@uit.no

Trine Kvidal-Røvik, UiT the Arctic University of Norway, trine.kvidal@uit.no

This exploratory research project investigates uses and tactics of encountering a tourist route as well as the active use of visual methodologies for producing and publishing a videography in a multidisciplinary research team. We concentrate our work on the tourist route that leads to Havøysund in Northern Norway. We are interested in how this sunny resting place presented on the webpage of the National Tourist Route can be seen and understood when we move through and in it. We explore what happens when it turns our research team into three freezing tourists, trying to get a glimpse of the nature through a hole in a concrete structure – the materialisation of a prestigious architectural design endeavour. We examine what it means when we approach it via the stories told by the local constructors, how it is understood when discussed over a slow meal served in the cosy home of the restaurant owners who were unable to bring us to their restaurant due to the sudden snowfall, what it can be seen like next to the plastic trash brought on to the beach by the waves. Then we bring our reflections back to meet the proud, sunny picture of the route. Our overarching objective is to investigate in detail what the route affords for locals and for tourists. Hence, we aim to make visible the cunning every day and holiday practices through which the route is encountered by both locals and tourists. As a theoretical starting point, we use de Certeau's theorisation on spatial practices and on enunciation of practices. In addition, we apply Veijola & Falin's (2014) idea of mobile neighbouring to focus on the responsible and creative forms of encounters between tourists, locals and material settings. In this academic endeavour, we use the visual actively through the research problem. Specifically, we use videography (see https://vimeo.com/104001507 for an example). The videography allows us to explore ways of producing knowledge through an encounter of a tourism researcher, visual anthropologist and a cultural researcher. Especially inspired by scholars like Banks (2001), Pink (2003) and Rose (2012), we are interested in the intersection of different areas of interpretation. With our different bodies, we bring to this encounter knowledge from different academic fields, as well as embodied experiences with making film, doing graphic design, and creating experience products for tourists. Simultaneously, we are three tourists with diverse backgrounds, who encounter each other, as well as the materiality and weather of the tourist route, and the people along the route. Using our diverse backgrounds and motivations allows us to develop a rich theoretical and methodological collaboration and teases out an open and flexible research design, where we as participating researchers seek to negotiate our experienced responsibilities as scholars and critics, locals, and professionals.

Keywords: videography, spatial practices, tourist route, weather

Session: Mobilizing responsibility - Rethinking collaboration and research designs I

The creative fusion of literature and gastronomy – The case of Könyvbár in Budapest

Tamara Ratz, Kodolanyi Janos University of Applied Sciences, tratz@kodolanyi.hu

Both gastronomic tourism and literary tourism are increasingly popular products in the global market, but there is relatively limited collaboration between the two areas. The proposed paper, using a case study approach, presents a unique hospitality concept that fuses gastronomy with literature. Könyvbár in Budapest (literally “Bookbar” in English) is a restaurant located in the city’s well-known ruin pub district, with a library-like interior design, and a biweekly changing menu that is inspired by Hungarian and international books. The construction of each literary menu reflects a deep knowledge of each book and, at the same time, a playful creativity that is embodied in delicious and well-designed dishes. The research is based on both qualitative and quantitative methods: while interviews with the owners are used to analyse the entrepreneurship aspects and the innovation processes of the restaurant, content analysis of customers’ comments on social media sites and a questionnaire survey among guests are used to evaluate the role of creativity in the restaurant’s success.

Keywords: literature, gastronomy, creativity, innovation, entrepreneurship

Session: Food, gastronomy and culinary experiences

The Changing Nature of Selling Travel Services – How Do Buyers Evaluate Salesperson's Performance?

Sanna-Mari Renfors, Satakunta University of Applied Sciences, sanna-mari.renfors@samk.fi

Salesperson’s performance evaluation is usually outcome oriented and quantitative criteria, especially sales volume, are still the norm. However, evaluating salesperson’s behavioral performance is more important today than ever before due to the changing buyer behavior. Thus, performance evaluation has to keep up with the changes and buyers’ viewpoint should be incorporated into evaluation. The study extends previous understanding of salesperson’s performance evaluation from a behavioral perspective by underlining buyers as a source of information. The research question is: How do buyers define salesperson’s behavioral performance in selling travel services? The interpretive, qualitative research approach was chosen. Mystery buyers (N=46) were recruited. They were each asked to visit a travel agency, to observe the salesperson’s behavior, and to write a detailed, evaluative narrative of their subjective perceptions after the visit. Thematic analysis of narratives was used for finding the common thematic elements across the narratives buyers reported. The findings suggest that buyers evaluate salesperson’s behavioral performance especially by focusing on dialogical skills and experiential product knowledge. The findings emphasize that buyers define the sales encounter as a co-operative and reciprocal dialogue, where both parties are actively engaged, exchange ideas, negotiate about the best product and examine the alternatives together. Buyers stressed that salesperson is a knowledge broker: salesperson shares personal experiences gained from various information sources, also from the other buyers. Thus, it could be argued that because of new technologies, buyers want to acquire the same kind of information by visiting a salesperson as they would get by searching from the Internet. The results provide new evidence that buyers’ adaptation to the technological world has changed their requirements towards salesperson’s behaviour in sales encounter. Another implication of the study is that the multichannel environment has caused conflicts across sales channels. The growth of online sales has confused sales¬person’s understanding of his work-related activities and tasks in face-to-face sales encounter. In order to assure the performance of salesperson, managers are encouraged to commit themselves more into planning and managing interaction across sales channels. Changing buyer behavior requires new practices in leading and improving the salesperson’s behavioral performance.

Keywords: personal selling, sales encounter, performance evaluation, travel agency

Session: Human factors and the provision of tourism and hospitality services I

“I was looking for a reason to get up in the morning”: Tourism motivation and angst as alienation embodied

Jillian Rickly, University of Nottingham, jillian.rickly@nottingham.ac.uk

Elizabeth Vidon, SUNY-ESF, esvidon@esf.edu

While authenticity as long been considered in theories of tourism motivation, experience, and marketing, its dialectic, alienation, has been underexplored. Recent work suggests, however, that theories of alienation have much to contribute to our understanding of tourism motivation, particularly in terms of the desire to leave home and experience something new, different, or extraordinary. This paper explores the role of alienation, and its embodied experience as angst, in the motivations of adventure tourists. These tourists – lifestyle rock climbers and wilderness enthusiasts – describe the dread, anxiety, and boredom of everyday life that inspires their need to travel away from their everyday. Angst, that unfocused feeling of dread or anxiety, is an ever-present component of the human condition, and while it may be suppressed, it is always just under the surface, bubbling up as full-blown anxiety at particular moments. Its omnipresence in our lives is due to the fact that it is the embodiment of alienation, and according to Lacan, a constitutive condition of all social subjects. However, in traveling away from their everyday environments, these adventure tourists experience only temporary moments of relief, in the context of what they consider authentic place or society. These moments are described retrospectively as authentic and real; yet, in the moment, most express fear, adrenaline, pain, and uncertainty. Applying the Lacanian framework established by Knudsen et al. (2016), this paper further explores the fantasy of authenticity, as a state that is never fully attainable but nevertheless inspires travel. For these adventure tourists, authenticity is an experience that lies at the horizon, in the next adventure, or in the past as a memory. However, angst as an embodied experience of alienation is ever-present and only reconciled through engagement with the fantasy of authenticity.

Keywords: alienation, angst, authenticity, adventure, nature

Session: Authenticity – Productive dichotomies, creative discourses

The role and meaning of fictive rituals in cultural tourism

Helena Ruotsala, University of Turku, helena.ruotsala@utu.fi

Tourism is an important and growing industry, which also serves as an important source of livelihood in small and remote communities. In some rural areas, it offers new possibilities, e.g. in the form of ethnic tourism and cultural tourism. Cultural tourism is a special branch of tourism, but and when connected with, e.g. ecological tourism, it can offer new experiences. But what can small ethnic communities offer to international tourism groups? What part of their cultural heritage is “ready” to be shown to tourists? In some cases, ethnic communities present “invented rituals”, which seem authentic for the guests. This paper is based on my own notes, photos and experiences from a journey along the Lena River in the Sakha Republic of Russia. I observed how the local Sakha and Evenki communities presented a particular ethnic programme for cruise tourists. I will discuss the function, role and meaning of fictive rituals in tourism for the local community. Although they cannot be regarded as “authentic”, such rituals are important in terms of preserving the cultural heritage of the community. I will compare this case with the discussion by Saami people on tourism, where indigenous people are represented in several ways, where authenticity is playing an important role – but whose and to whom?

Keywords: indigenous people, fictive rituals, cultural heritage, invented tradition

Session: Wrestling with the ethical questions of cultural heritage in the tourism industry

Patterns of knowledge transfer

Martin Rønningen, Lillehammer University College, martin.ronningen@hil.no

This paper deals with how tourism firms, not least the smaller ones not affiliated with chains, work more or less systematically to acquire and use knowledge to improve or innovate their services. The research question is: How do the enterprises work to join or develop networks that may give access to relevant and valuable information and knowledge. 15 companies have been included in the study. Representatives for the enterprises have been interviewed twice, and the enterprises have been followed from the sidelines (observation, web, newspaper, etc.) Preliminary analyses have revealed different strategies to get access to knowledge channels. By emphasizing the main characteristics of the different ways to find and utilize external sources, the following patterns appear: 1) The guild-like knowledge track. The enterprises enter networks or groups of firms in the same region with quite like products and services. They exchange experiences and practical experience-based knowledge. Mainly, the collaboration involves exploitation of practical/use knowledge. 2) Observations and visits. Information is acquired by observation of, and eventually visits to, a number of companies in the same trade (competitors) or closely related trades. This pattern may include both exploration and exploitation of knowledge. 3) The pipeline pattern. Ideas and information are disseminated at meetings, seminars, conventions at a regional, national or international level, where the same or related trades are represented. This pattern will usually bring about possibilities for exploration of knowledge (general knowledge that may stimulate the growth of new ideas). 4) The spider's pattern. The "spider" weaves his information and knowledge web, and the nodes are more purposeful selected than in the pipeline logic. The spider works carefully to keep the nodes motivated for collaboration and resource exchange. In this pattern, both sticky knowledge (exploitation of knowledge) and general knowledge (exploration of knowledge) is exchanged. The condition for, and the outcome of the knowledge exchange are analyzed. Furthermore, the strong and weak aspects of the patterns are discussed. Finally, the paper discusses how the "spider" could be used to bridge the gap between the academic community and the trades, and how the "spider" could help to integrate representatives for R&D in the knowledge transfer pattern, and use them in the process of contextualize the research-based knowledge.

Keywords: knowledge, transfer, network, innovation

Session: Marketing and innovation in tourism and hospitality

S

Urban well-being destination

Susanna Saari, University of Lapland, susanna.saari@turkuamk.fi

The paper will discuss the preliminary literature research around the question: Is it possible to enhance the well-being of the locals and the visitors in an urban destination? According to United Nations Population Fund the world is undergoing the largest wave of urban growth of history. More than half of the world’s population now lives in the towns and cities and by 2030 this number will grow to app. five billion. Urbanisation has the potential to usher into the new era of well-being, resource efficiency and economic growth. At the same time tourists are seeking for new experiences and surroundings to visit and the tourism destinations compete against each other in order to attract visitors in a globalised market place. (Voigt and Pforr 2014, 8). According to Ritchie and Crouch (2011, 327) a competitive destination is able “to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations”. At the same time the significance of locals in tourism will increase: residents happy with their locality are a prerequisite for a flourishing tourism economy. The tourists appreciate the hyperlocal: handicrafts, knowhow and food. Term "metropolis," from which "metro" is derived, refers to an urbanized area made up of multiple settlements and political jurisdictions. Metro nature is a unifying concept that acknowledges cultural and ecological. It includes endemic ecosystems, e.g. urban forests, greenbelts, conserved open spaces, and riparian corridors. It also includes culturally constructed nature such as parks, streetscapes, community gardens, pocket parks, and recreation paths. (Wolf and Robbins, 2015). According to Pasanen et al. (2014) a body of evidence shows that both physical activity and exposure to nature are connected to improved general and mental health. However, the combination of urban, locals, tourist and well-being is less studied. The holistic elements of wellness (body, mind, relaxation, health) by Müller and Lanz-Kaufmann (2001, 7) will be the context when defining the elements of well-being of a person (local or visitor).

Keywords: urban, holistic, well-being, wellness, tourism, local

Session: Urban versus rural tourism landscapes

Local Food as Part of the Tourism Product and the Influence on Behaviour of Stakeholders

Sarah Seidel, Stenden University of Applied Sciences, sarah.seidel@stenden.com

Considering a sustainable development of a destination, the different parts of the tourism product need to contribute to the sustainable value creation. Every tourist consumes food during a trip and gets into contact with food in the various production stages during their trip, e.g. seeing crops in the landscape or visiting a winery. Therefore, food is an integral part of the tourism experience (Kim & Eves, 2012) that can contribute to a sustainable development. Local foods have been proven to be more sustainable, on all three dimensions – people, planet, profit – of sustainability. They have a lower CO2 footprint (Pratt, 2013), tourist spent about one third of their budget on food and if spent on local food support local primary industries (Hjalagar & Johansen, 2013) and local food supports local culture and tradition (Long, 2004). Are tourists or locals influenced when they are aware that a food product is local? And do the food producers act differently when selling their products to locals or tourists? This research was conducted by means of interviews with locals, tourists and local food producers or providers. It argues that tourists tend to attach a higher value to local food and consume it purposefully to enhance their own experience. In addition, local food producers and suppliers seem to automatically apply sustainable practices when supplying the locals or local tourists with their products. A lot of these choices are done with other purposes than the aim of being more sustainable, however, seem to be worthy of being called more sustainable when objectively analysed. Hence, main result of this research is not only that the local food products are more sustainable but also the behaviour, both in the production or as the result of being influenced by the local food products, contributes to the sustainability impacts of local food products in the tourism value chain.

Keywords: local food, People Planet Profit, value creation, sustainable destination development

Session: Influencing sustainable behaviour in tourism and hospitality I

(De)commodifying Volunteer Tourism: Insights from Nordic NGOs

Toma Simkute, University of Lapland, tsimkute@ulapland.fi

José-Carlos García-Rosell, University of Lapland, jgarcia@ulapland.fi

Volunteer tourism (VT) is a dichotomy in itself as the concept amalgamates altruistic charitable work and hedonistic leisure play. The idea of travelling for volunteering is to assist others while experiencing unfamiliar conditions, being able to manage those and returning enriched. Within the field of tourism studies, VT is situated along the lines of social, charity, responsible, moral, cultural, alternative, and eco-tourism (Callanan & Thomas, 2005). VT turned into an institutional phenomenon in 1961 when the US Peace Corps sent civilian citizens to Third World countries for development work (Vrasti, 2013). Ever since, volunteering has grown into a substantial business which includes study abroad initiatives, intercultural projects or internships, and is offered by different organizations such as charities, tour operators, private agencies, NGOs, and social enterprises. Although VT is becoming increasingly popular among academics and practitioners, it is a contested concept. There is a growing stream of literature taking a critical perspective on volunteer tourism and its commodification (Benson & Wearing, 2012; Cole, 2007). Instead of focusing on the needs of the host communities, the volunteering business caters more for the pleasure of the travelers by offering packaged, exotic, cultural consumption experiences in developing countries under the cloak of noble helpfulness (Benson & Wearing, 2012). The study focuses on the (de)commodification of VT by critically evaluating the practices and strategies of Nordic NGOs promoting international volunteering for young people. Empirical material consists of seven in-depth interviews with NGO representatives and online documents which were gathered in 2016. Through qualitative content analysis, two dimensions of (de)commodifying practices are identified. First, tangible aspects like the benefits of projects for the communities or the requirements on volunteers for having special skills and knowledge. Second, (de)commodification entails also an intangible dimension which touches upon morals, ethics and socio-cultural beliefs. Finally, results suggest that (de)commodification of VT on the NGO level is multifaceted and occurs on a spectrum of simultaneous practices which are guided by a set of socio-cultural values.

Keywords: volunteer tourism, NGOs, commodification, decommodification, tourism ethics

Session: Volunteers in the tourism industry

Agglomeration effects in tourism businesses

Oddne Skrede, Sogn og Fjordane University College, Sogn og Fjordane University College

Agglomeration and its effect on profitability has received increased attention in recent years. In many industries such as manufacturing and biotechnology, agglomeration is considered important to profitable industrial development. Agglomeration should similarly be evident in the tourism industry, due to factors such as productivity spillover and heightened demand for tourism products. A growing number of studies explore the effects from proximate location of similar or otherwise related businesses. The Norwegian tourism sector largely relies on destinations with geographically determined tourism attractions. The fjord landscape attracts a large number of tourists, but many tourism businesses, particularly the traditional fjord hotels, still struggle to gain profitability. On the other hand, colocation of hotels and evolving activity-based tourism causes heightened demand. Increased concentration in the tourism industry of Norwegian towns and cities could further attract specialized labor, thereby increasing knowledge locally and increases spillover to businesses nearby. Agglomeration benefits and costs in the tourism sector has to little extent been investigated, either in a Norwegian context or internationally. The Norwegian tourism industry is characterized by heterogeneous firms, which we can hypothesize benefit to a varying degree of agglomeration effects. Hotels, for example, enjoy a varying degree of supply of more productive/skilled labor depending on the presence of other hotel companies. This difference is not only evident between rural and larger urban areas, but is also believed to differ in rural areas depending on degree of urbanization and/or relative size of the tourism sector compared to other sectors in the area, or on proximity to tourist attractions. The study of agglomeration effects can provide useful insights for understanding what makes a successful destination. The panel consists of approximately 9000 tourism firms in a variety of different businesses in the tourism sector, in the years from 2004 to 2013. Spillover effects is to be modelled using a spatial econometrics approach. The number of different firms in a region, as well as measures such as population density and infrastructure are implemented variables for tourism agglomeration and urbanization.

Keywords: agglomeration, profitability, panel data

Session: Quantitative approaches in tourism research I

Combining methodology approaches: the case of developing and testing a Quality pilot

Esten Skullerud, Nord University, esten.s.skullerud@nord.no

Empirical studies within experiencebased tourism tends to be done within either more positivistic quantitative approach, or more interpretive qualitative approaches like case studies, ethnographic studies or discourse analyzes often using interviews, observations and/or documents. Interactive research (also termed field experiments, participative action research) seems rather rare. This paper describe the methodology approach used in a research and innovation project relating to innovating and testing of a quality pilot. The paper explore the following research question: what are the strengths and weakness of each of the two main approaches, and not least of combining them? We situate our research mainly within an interpretive-constructivist paradigm (Guba og Lincoln, 1994), although it also has some elements from the critical theory paradigm since it aim at making changes. This is work-in-progress: The project combine two approaches, which has different aims. One is a more traditional interpretive approach (semi-structured interviews and documents, supplemented with observations) studying the innovation process from the perspective of different involved stakeholders, with the aim of learning about innovation processes where testing is a part. Some is done during the process, while a larger part will be done when the pilot is almost finished thereby being a retrospective data gathering. The other approach is interactive research where researchers and firms research and innovate together. The aim is to develop and test a pilot. Methods involved are literature review and use, action and reflections, workshops, field testing, meetings with feedback and reflections, work of the research team, etc. Some researchers participate in both approaches, some only in one of them. Preliminary reflections: Sørensen, Mattsson og Sundbo, (2010) argues for applying experiments as an addition to other research methods in innovation research. In this case an interactive research approach in combination with a more conventional interpretive quality approach seems applicable, as the studied cases possesses great amounts of practical knowledge witch are difficult to capture in a more conventional type of research. By working together in an interactive way, more of this knowledge is probably captived. However, to get a hold of the tacit knowledge of the cases is quite challenging.

Keywords: qualitative research, interactive research, practical knowledge, testing, innovation

Session: Conducting high quality tourism and hospitality research – Reflections and demonstrations of methodological approaches

What do menu texts make us hungry for and how can we manipulate that in meaningful ways?: A theoretically-grounded approach to menu design

Cato Olsen Slettvold, UiT The Arctic University of Norway, csl003@post.uit.no

Tove I. Dahl, UiT The Arctic University of Norway, tove.dahl@uit.no

What impact does the text in a restaurant menu have on customer desires? In the spirit of the Slow Food movement, the quality of the food, where it comes from and whether it is prepared locally adds valuable attributes to the dish. What effect may information in menu texts about the food's broader context have on the interests the reader's desire for the food itself and a desire to know or experience more of the local culture? Though menu texts, not surprisingly, do have an impact on decision-making in particular ways (Lockyer, 2006), little is known about how menu texts influence readers, and how they may be used to influence more than their desire for food. Using the Elaboration likelihood model (ELM) (Petty & Cacioppo, 1986), discourse comprehension theory (van Dijk & Kintsch, 1983) and research on esthetic texts, both semi-structured interviews and a questionnaire study were used to investigate how different menu formulations impact reader response. Together they shed light upon how and why restaurant hosts and readers relate to menu text, and how the content of the menu texts can be manipulated to increase the interest in both food and the culture from which it comes. The results of the study shows that four different variations of additional information in a menu text about the food's context generally speaking increases the desire for both culture and the food, to a larger degree than more generalized presentations of the ingredients of the dish. Different explanations are discussed from each of our theoretical foundations, as is the relevance of our findings for practice related to the Slow Food movement. This work provides important fodder for future research within the field of menu development and for how menus can be better developed to increase the desire for both food and knowledge or experiences related to the food's broader context.

Keywords: menu design, persuasion, text comprehension, slow food

Session: Food, gastronomy and culinary experiences

Integrating sustainability in second home policies – a case-study from Norway

Torkjel Solbraa, Western Norway Research Institute, tso@vestforsk.no

The impression of Norwegian huts as a low impact base for outdoor activities has recent years been challenged. The main reason is the last decade's increasing number of larger, high standard second homes situated in high-facilitated mountain resorts, and the tendencies of increased travel through shorter, but more frequent stays at the resorts. Though the notion of "easy living" persists, the content of easy living is changing with more comfortable, high consuming and shorter breathers from everyday life. As a consequence the leisure in mountain resorts put a strain on the environment through emissions, energy use, deterioration of nature and conflicts about land use. But still, enthused by a continuous demand, local politicians and landowners are eager to develop second home resorts. As the potential of local value creation are expected to be high, resort development at the expense of environmental concerns could be alluring. By studying two second home areas in a municipality in Norway, this case-study analyse the conditions for integrating sustainable policy measures in second home planning. Key factors for a more sustainable second home development are identified. Based on Environmental Policy Integration (EPI) theory, we investigate how sustainable second home policies are integrated vertically between authority levels, and integrated horizontally between societal sectors in the case-area. The vertical and horizontal EPI are measured by using five indicators: 1) inclusion of sustainability in second home policy documents, 2) consistency of sustainability in second home policy documents, 3) weighting of sustainability in second home policies, 4) resources available to promote sustainable second home development and 5) ex-ante follow up and the ex-post reporting of implementing sustainable second home policies. By examining the five indicators of EPI, the study reveals whether key factors for sustainability are integrated in the second home policies or not. The study also give an understanding of how national, regional and local second home policies are related and implemented through second home planning and development.

Keywords: second home policy, sustainability, case-study

Session: Influencing sustainable behaviour in tourism and hospitality I

Activity Participation at Home and Away – Examining the Spillover Theory among Families on Holiday

Erose Sthapit, University of Vaasa, erose_sthapit@hotmail.com

Peter Björk, Hanken, peter.bjork@hanken.fi

Family holiday activities are seen as sublime, numinous, and mystical experiences of the extraordinary, to illuminate the difference between being ‘away’ and being at ‘home’. As a consequence of this emphasis drawn to the modernist view of the tourist experience, less frequently examined are the everyday behaviors and activities retained while on holiday, that nonetheless still have potentials for being of experience value. In keeping with this dichotomy, conflicting research has found at-home and travel activities to be closely linked and problematize the gap between the binaries. Given the lack of studies on family holiday experiences and the overlapping boundaries in family tourism, a sense emerges here of a gap between the extents to which involvement with leisure activities back home is implicated in the experiences of being away. Also, we know little about how, or if leisure habits influence tourism behavior. The present study adopts the performance turn approach and investigates an aspect of spillover theory between everyday life and vacation behavior. The purpose of this study is to present a theoretical framework to explicate the ways in which everyday life possibly affects vacation behavior, that is, on-destination holiday activity participation and to explore contingency factors with a bearing on tourist experiences on the destination – away from home. More specifically, the present study investigates family vacationers preferred leisure activities and the spillover effect in a tourism locale, the influence of activity involvement, leisure habit, psychological commitment on vacation behavior (activity participation), and the moderating effect of family factors (supportive spouse, and age and number of children in the travel party) on the relationship between psychological commitment and vacation behavior. A survey questionnaire is used to gather data from family vacationers in Finland during summer 2016.

Keywords: family tourism experience, activity involvement, leisure habit, psychological commitment, vacation behavior

Session: (Winter) Adventures in the North: Performances and responsibilities

Fruit wine festivals and producer visits as marketing channels and local tourist attractions

Donna Sundbo, University College Zealand, dosu@ucsj.dk

Jon Sondbo, Roskilde University, sundbo@ruc.dk

In this paper we investigate how fruit wine festivals and producer visits are used to promote the new field of modern fruit wine and whether these promote local tourism. Two wine festivals and producer visits in Denmark are studied using a multi-method. The analysis is based on three theoretical approaches: a concept of Interest Regime; experience marketing and wine and food tourism research. The investigation shows that festivals and producer visits can be means for entrepreneurs to create awareness of a new product area and do marketing. However, the effect on local tourism has been limited, but has further potential.

Keywords: fruit wine, wine tourism, festivals, entrepreneurship, experience

Session: Food, gastronomy and culinary experiences

Tourists´ use of internet sources – can the information be trusted?

Anna Sörensson, Mid Sweden University, anna.sorensson@miun.se

Maria Bogren, Mid Sweden University, maria.bogren@miun.se

The aim was to explore tourists' use of internet sources prior to their trip. Tourists are no usual customers since to consume the product they want they need to leave their common surrounding which indicates the importance of information gaining for the customer. The decision-making and the consumption are separated in space and time and the consumer depends on information in order to make the right decision. Consequently the quality and availability of the information is essential. These characteristics of tourism products point out the importance of a successful information dissemination strategy. The data was collected during autumn 2014 and autumn 2015 through an electronic questionnaire. The questionnaire was emailed to travelers from all over the world and 1200 were answered each year (total n: 2400). The questionnaire focused on information search concerning four categories; destination, accommodation, activities and restaurants prior to their trip. Major findings (preliminary) are that tourists' use of internet sources play an important role in information search prior to the trip. The tourist evaluate the internet sources, especially critical comments and make their own evaluation if the information can be trusted or not. There are cultural differences where some cultures do not trust the information at all meanwhile others find it useful. Other cultures from Africa and Asia listen mostly on recommendations from family and friends since that feel very trustworthy. They do not use rating on internet pages since they are feels insecure since the people are unknown.

Keywords: internet information, cross-culture, tourism, travel behavior, information search

Session: The digital future of tourism and hospitality – Connecting or dividing stakeholders?

T

Clean arctic air – the meanings given to the clean air of Lapland by Chinese tourists

Tiina Takala, University of Lapland, titakala@ulapland.fi

While many major Chinese cities are battling with air pollution, Lapland has been proven to have the cleanest air in Europe. The number of Chinese tourists visiting Lapland has tripled over the past few years and clean fresh air is believed to be a big attraction among Chinese tourists. The primary goal of this study is to find out what kind of meanings do Chinese tourists give to the clean air of Lapland. It also aims to examine how Arctic embodies purity and whether the air quality can be a motive for travelling. The theoretical framework is based on Mary Douglas' theory of purity, Veronica Strang's work about the construction of meaning through sensory perceptions and on the theories of phenomenological meaning. The empirical data consists of eight semi-structured interviews, collected from ten Chinese tourists in Rovaniemi, Finnish Lapland. The data was analysed with qualitative content analysis. The results of this study suggest that perceptions of air quality are based on neutrality: clean air is unnoticeable air that cannot be smelled, felt or seen. When evaluating air quality, sight is the most important of the senses. The difference in air quality between China and Finland was perceived by all the interviewees. Purity in the Arctic region is perceived through the basic elements of nature; earth, air and water. Snow is considered to be a good indicator of the cleanliness of the environment. White snow is considered pure and clean, while all the other colours of snow are perceived as dirty. The results also indicate that young Chinese tourists see the clean air not as the main drive but as a bonus factor when choosing a travel destination. Despite this, it is worthy to mention that Chinese tourists believe that the air quality will be more important as they grow older. At present, little research attention has been given to investigate how clean air is perceived by tourists. This study can therefore contribute to the existing tourism literature on air quality and tourism. The study provides the basis for a discussion about the sociocultural definions of air quality and purity in the Arctic region.

Keywords: arctic tourism, air quality, purity, meaning

Session: (Winter) Adventures in the North: Performances and responsibilities

Governance of Global Value Chains in Dance Based Tourism – the Relevance of Flamenco and Tango in Destination Management

Tatjana Thimm, HTWG Konstanz, tthimm@htwg-konstanz.de

Flamenco and tango are among the first associations which come to mind in connection with Seville and Buenos Aires. Ever since both art forms appeared in the 19th century, a form of dance tourism has been constantly evolving, giving rise to differentiated business models right up to the present day. Moreover, as intangible world cultural assets, flamenco and tango have acquired considerable importance for the destination image of both cities. The 'governance of global value chains' model of Gereffi et al. (2005) is here applied in adapted form to flamenco and tango dance tourism in order to derive dimensions of meaning in destination management. Here 'flamenco' or 'tango tourism' should be understood to refer to all value-creating activities related to tourism or tango. These include, for example, visits to dance shows, festivals, dance events, dancing instruction and the purchase of audio recordings and clothing. Flamenco tourism, particularly in its value-creating capacity, has been explored by Aoyama (2009), while Marchini (2007) should be mentioned as a relevant source on tango tourism. Over the course of time, different forms of music or dance tourism have evolved into business segments with specific business models. Music and dance have in part secured a considerable significance for certain destinations with regard to image and positioning. Salzburg, Bayreuth, Memphis or New Orleans are associated primarily with music or dance in tourist perceptions, just like the case studies considered in this contribution, Seville and Buenos Aires. The following research questions must therefore be investigated: - What particular characteristics are exhibited by tourist business models in Seville and Buenos Aires dance tourism with regard to various dimensions of meaning in destination management? - What modifications to existing models for the governance of global value chains are necessary when adapting them for dance tourism?

Keywords: dance tourism, flamenco, tango, intangible world cultural assets, value chains

Session: (Re)framing tourism governance – Taking the bull by the horns?

Knowledge Transfer Partnerships - usefullness for the tourism industry

Maria Thulemark, Dalarna University, mth@du.se

This presentation aims at discussing one type of collaboration between (tourism and hospitality) businesses and the academic world. In brief, the project involves a new graduate taking on a position at a regional (SME) company where he or she remains for up to two years working on a strategic developmental project in fields such as product development, market development, process development or energy efficiency. Throughout the entire process, the University provides both a qualified supervisor, most often a researcher, and a coach from business and industry. The University also provides access to lab resources. While at the company, the graduate earns a market-comparable wage: the company pays half while the rest is financed through project funds. As an academic supervisor you gain knowledge about companies which can be used in education but this type of projects also generates spinoffs such as research collaboration and thesis work. The idea of Knowledge Transfer Partnerships (KTP) was taken from Great Britain in year 2012. From then Dalarna University have been running a pilot project with 12 KTP-project leaders working for 16 companies (year 2012-2014), of these, only two companies were in tourism. In January 2016 three new EU funded projects started in which we have one focus on the tourism industry. In this presentation I will, in brief, present the concept of KTP and then discuss how this concept works for the tourism and hospitality industry.

Keywords: co-operation, graduate, students, work experience, research

Session: The tourism industry and academia side by side

Managing innovative networks: a study of seven cases

Veronika Trengereid, Sogn og Fjordane University College, verotre@hisf.no

Olga Høegh-Guldberg, Høgskolen i Lillehammer, olga.hoegh-guldberg@hil.no

Dorthe Eide, Nord University, dorthe.eide@nord.no

Kirsti Mathiesen Hjemdahl, Agderforskning, kirsti.hjemdahl@agderforskning.no

Innovation is important in experience-based tourism (Sundbo, Sørensen, & Fuglsang, 2013) in order to facilitate value creation and growth (Alsos & Andreassen, 2015). It is however challenging to construct such an innovative network environment (Fuglsang, 2008; Powell & Grodal, 2005) and the result is not always positive (Clegg, et al., 2016). Even though managing network dynamics is crucial (Clegg, et al., 2016) there is a lack of knowledge in this field (Clegg et al., 2013; Clegg et al., 2016; Eide & Fuglsang, 2015; Fuglesang, Ness, & Eide, 2015). According to Dhanasai and Parkhe (2006) there is a need for a more complete theory of network orchestration/managing, combining e.g. network formation, network structure and processes in a model of innovative network orchestration/managing. This paper seeks to contribute to a more complete theory by combining network management and network development. The research question is; what is the nature and roles of management in the innovative network journey? The paper build on practice- and processbased approaches to network, innovation and orchestration (e.g. Dhanasai and Parkhe, 2006; Gausdal and Nilsen, 2011; Hurmelinna-Laukkanen et al., 2012; Marabelli and Newell, 2012). We build on orchestration literature event though the networks in this study are somewhat more formal than some networks. Seven Norwegian cases (all network has participated in the Arena, a cluster program seeking to facilitate innovation). The main methods are interviews and documents (applications, reports, evaluations, articles, and guidelines and measures that network managers' meets when participating in a cluster-program). We mainly take a retrospective longitudinal perspective. Interviews are with different types of stakeholders (firms; network management, R&D and public supporting organizations). Data are analysed with a hermeneutical (phenomenology) approach. Preliminary findings: Network manager's competences and relations are important, a rather wide array of areas needs to be covered. They have a brokering role between different actors in the network, so being perceived as trustworthy is important. Several actors can participate in managing teams. Different competences and relations are important at different phases of the network journey. However, the networks stability, structure and network-/collective memory are also important for the network management and development.

Keywords: Innovative networks, managing network dynamics, managing network journey, network manager, network orchestrating.

Session: Marketing, innovation and digital business in tourism and hospitality

V

Knowing Mass Tourism beyond Dichotomies – Towards Multi-Ontological Ideas of the Mass

Vilhelmiina Vainikka, University of Oulu, vilhelmiina.vainikka@oulu.fi

The knowledge about mass tourism has been a divided field. Mass tourism has often been treated as separate from the so-called ‘other forms of tourism’ in academic and practical knowledge. The ‘mass tourism research’ has also been sharply divided into cultural studies and the more dominant managerial studies. The dichotomized knowledge has resulted in very normative thinking, where the conceptualization of mass tourism in many scholarly endeavours has remained blurry and unorganized. In this paper, I will address the creation of tourism knowledge through the concept mass and advance its understanding as a multi-logical and a multi-ontological concept and practice. Different human masses that are on the move at this moment – refugees, immigrants, business travellers and tourists – come together in time and space turn our focus to the interconnectedness of mass (im)mobilities and mass tourism. Thus, the mass is a highly topical matter. In tourism knowledge, the mass is a rather unique concept because it can be understood as a quantitative, qualitative and a structural issue. While in managerial studies, for instance, it might be beneficial to link mass tourism solely to the mode of production and consumption, this is not the case for all mass tourism knowledge, especially in tourism geography. The negotiations about the mass need to mix different kinds of knowledge and understandings of the mass in tourism contexts to avoid too simplistic narrative. As a spin-off from my doctoral thesis that combined tourism practitioners and academic literature, I will discuss the scalability of the mass and the ‘mass effect’, the polyvocal mass, the mass as a creative co-being, the ‘through-life’ view of the mass and the mass as a mirror in order to make space for taking into consideration different ontological dimensions of the mass and their possibilities for knowledge. The mass as an ever-changing assemblage provides us a way to address and create more nuanced knowledge the multidimensionality of tourism phenomenon. By theorizing the mass as an interdisciplinary or even post-disciplinary concept, the knowledge could be taking into consideration perspectives and groups otherwise left ignored in the traditional knowledge creation of the mass tourism.

Keywords: mass tourism, conceptualization, the theories of the mass, multi-ontology, polyvocal knowledge

Session: Tourism knowledge I

Silences of Undressed Places: Further Tourist Experiments on Slowness and Stillness

Soile Veijola, Multidimentional Tourism Institute, soile.veijola@ulapland.fi

Silence tourism is a term that arouses on the one hand hopes and on the other hand suspicions. Hopes are held among stressed and busy contemporary people who wish to find exits of this world on leisure and thereby a peace of mind and body. Deep suspicions are prevalent among those who depict tourism exclusively in terms of the growth of volume in sales of alcohol and bed-nights. Fully booked hotels and restaurants are, as we know, usually rarely very ‘silent’.

The paradoxical notion of “growth through silence in tourism” deserves thus analysis among both research community and business communities, preferably collaborative one in nature. Here, the task is accepted from the perspective of undressed places in the north as places of visitation.

Earlier research and development work on silence tourism and slow tourism has led into insights especially in relation to sensescapes, soundscapes and the neighboring concepts of slowness and stillness. All point at the direction of a sense of presence, awareness of time and place, embodied being and doing, and, of course, mediation. These are parameters that are not easy to combine with the principle of maximizing the use of time and space when catering and lodging the tourist bodies.

Linking with on-going lines of research, and earlier research on by others, the presentation at hand outlines some, fundamental parameters for more feasible and sustainable ways of associating silence, slowness and stillness with any form of tourism and travel, not only in those building on a retreat visit or a pilgrimage tour. The methodology is partly artistic, partly ethnographic, and partly philosophic – seeking to formulate the questions asked by entrepreneurs, tourists and researchers in ways that travel across and beyond these, often incompatible, discourses.

Keywords: silence, slowness, stillness, undressed places

Session: Authenticity – Productive dichotomies, creative discourses

Demand for downhill skiing in subartic climate

Markku Vieru, University of Lapland, Markku.Vieru@ulapland.fi

Martin Falk, Austrian Institute of Economic Research, martin.falk@wifo.ac.at

This paper investigates the determinants of skier visits between 1996/1997 and 2014/2015 in 20 ski areas in Finland by separating out different winter climate conditions. Ski lift revenues in constant prices increase by 2.8 per cent per year on average during this period. Results based on dynamic panel data estimations reveal that ski lift revenues depend positively on real GDP, snow depth and an early Easter, and negatively on relative passenger transportation prices. The magnitude of the link between ski lift revenues and snow depth is large, but ski areas in high latitudes (northern and central Finland) are less sensitive to variations in natural snow depth than those in the south. Snow poor winter seasons (with a deviation from the average by 50 per cent) lead to a reduction in skier visits in the south of Finland by 20 per cent, and in north and central Finland by eight per cent. A high amount of natural snow in the early season also has a positive impact on revenues for the total winter season. Overall, despite strong investments in snowmaking facilities, the high northern latitude ski areas are not insensitive to variations in natural snowfall.

Keywords: winter tourism, Finnish ski resorts, snow depth, climate change, demand for downhill skiing

Session: Quantitative approaches in tourism research I

The myth of early and online booking gains

Markku Vieru, University of Lapland, Markku.Vieru@ulapland.fi

Martin Falk, Austrian Institute of Economic Research, martin.falk@wifo.ac.at

It is often assumed that hotel prices increase over time with a peak a few days before the check-in date. At the same time, hotels often sell last-minute discounts over the internet. Analysis is based on actual paid room rates for about 17,600 individual bookings of a three stars hotel for the period 2010 to 2016. By the use of quantile regressions strong evidence for last-minute discounts when booked both over online and offline channels can be reported. The largest discount can be observed for medium priced rooms booked online same day followed by bookings that occurred between one and four days prior to stay. In particular, for medium priced rooms booked online, booking same day leads to a price reduction of 13 per cent, while booking between one and four days before arrival is associated with a reduction of 11 per cent as compared to the category between 25 and 49 days. For traditional offline booking channels the price effects of last minute discounts are less pronounced. In general, room rates seem to be significantly higher when booked early. Finally, room rates are highest when booked over external online booking platforms followed by the hotel's own online webshop. Rates are lowest when booked over (traditional) travel agencies and by business travellers. Quantile regression results that these price differences are larger in absolute terms for low price rooms.

Keywords: pricing, last-minute discount, early booking, price dispersion, revenue management

Session: Quantitative approaches in tourism research I

Identifying gaps in the current academic debate with regard to motivations for SME hoteliers to choose for a certain type and level of ecolabel certification

Femke Vrenegoor, Stenden University, femke.vrenegoor@stenden.com

Current tourism is not sustainable, but needs to be as to meet its future demands. Within the tourism industry transport is the biggest contributor to the CO2 exhaustion of the travel product, and within the hospitality industry accommodation have the highest negative impact. The hospitality industry consists predominantly of SMEs, in the Netherlands 83% of hotels fall in this category. Therefore, their sustainability initiatives may have a huge impact on society and it would make sense to nudge these SME hotels to their full potential. Sustainability has been a trend for some years, and many hotels seek to prove their sustainability efforts via certification. An abundance of ecolabels is available, and hotels switch between them to get what they see as the better deal. From a sustainability perspective, this is not effective. Therefore, there is a need to explore the reasons why managers choose for a specific certification system and devise ways to nudge them towards more stringent ecolabel certifications, and higher levels of these certifications. This theoretical paper identifies three gaps in the current academic debate on the choice of SME hoteliers to have their environmental management efforts certified via a certain ecolabel. These gaps are then proposed for future research. Within accommodation, hotels have the highest negative influence on the environment of all buildings. From here the necessity to engage hoteliers in the most stringent certification of their environmental management efforts. However, no research could be found about which of the available ecolabels for hotels is considered to be ‘better’ in terms of sustainability. Furthermore, there is limited research on the motivations for SME hoteliers to choose for a particular ecolabel and level, and whether these are in line with the barriers and attitudes for hoteliers to engage in environmental management. Finally, further research is needed on how to connect with the intrinsic motivations of SME hoteliers towards taking a more sustainable stance as to (start to) close the buy-in gaps.

Keywords: sustainability, SME hotels, ecolabels, motivations, barriers

Session: Influencing sustainable behaviour in tourism and hospitality I

Responses to terrorism - Categorizing the effect of different kinds of terror on risk perceptions

Katharina Wolff, University of Bergen, katharina.wolff@uib.no

Svein Larsen, University of Bergen, svein.larsen@uib.no

Terrorism is an growing problem (Global Terrorism Index Report; 2014) and possible increases in tourists' risk perceptions which might affect travel behavior and purchasing choices are usually of great concern for the tourism industry immediately after some crises has hit a destination. Still systematic research investigating the impact of diverging kinds of terrorism on risk perceptions is scarce. The present study uses hypothetical scenarios in an experimental design to investigate the effects of various sorts of terrorism on worries and risk perceptions in a student- and a tourist sample. Two characteristics of terrorism were varied systematically: frequency (whether terrorism hits a destination where terrorism is frequent or infrequent) and degree of organization (whether terrorism is committed by an organization or by an isolated perpetrator that has been captured). Results show main effects for both variables, i.e. perceived terrorism risk is highest for countries/destinations where terrorism is both frequent and committed by an organization and lowest for countries where terrorism is infrequent and committed by an isolated perpetrator. Destinations where terrorism is either frequent or organized hold an intermediate position. Results also show that changes in perceived risk following an attack are greatest for countries where terrorism is infrequent and has been committed by an organization, and smallest for countries where terrorism is both frequent and organized. Findings are in line with the hypothesis and with prospect theory's (Kahneman & Tversky, 1979) predictions regarding changes in risk perceptions. Findings thus provide a taxonomy of how terror characteristics effect level of and changes in perceived risk. This taxonomy might possibly be useful for predicting tourists travel decisions and behavior following terror attacks.

Keywords: terrorism, risk perceptions, worry, prospect theory

Session: Quantitative approaches in tourism research I

“This is not about tourism anymore”: Shifts in Sami understanding of their role as cultural hosts

Reni Wright, University of Tromsø, reni.wright@uit.no

In 2013 a group of thirty Sami tourism entrepreneurs went to New Zealand to learn from the Maori, another indigenous group, how to develop their cultural tourism industry based on their identity as indigenous peoples. The reason behind this trip to the other end of the world was to find out how the Maori handled the complicated ethical considerations, in particular having to do with cultural ownership and appropriation. I went along with this group as a researcher as a part of my fieldwork towards a PhD. My focus in this paper will be on how these Maori entrepreneurs used their role as indigenous people to narrate the human-nature relationship in a way that made visitors – including us – more aware of how we as humans are acting in the world, and upon the world. The Maori told, through various activities developed for tourists, how we are related to the world and thus responsible for the world’s well-being. These narratives totally altered the way the visiting Sami looked upon their own role as tourist entrepreneurs. As a result of these Maori narratives the Sami delegation began to understand their role as teachers and of transmitters of knowledge, rather than just as individuals in the tourism business. They began to see themselves as part of a bigger narrative about being human in a world increasingly affected by climate change, and other environmental problems. Their previous concerns about ‘ownership’ diminished, and they went home with a decision to use their role as tourist entrepreneurs to “make a change”. They also made it clear that they saw my role as a researcher to be to help them to communicate this shift in priorities – this paper is a first step towards this.

Keywords: responsible tourism, researchers role, indigenous tourism

Session: Mobilizing responsibility–- Rethinking collaboration and research designs I

Entrepreneurial behavior in micro-tourism companies – Utilizing links

Jonathan Yachin, Dalarna University, jmy@du.se

“Knowledge, of course, lies in the heart of innovation” (Hall and Williams, 2008:55). According to the network paradigm, links (connections between two nodes) form the antecedents for knowledge creation, knowledge transfer and innovation. However, as Hjalager (2002) notes, for tourism firms knowledge is not always easily accessible due to the character of the tourism industry which is fragmented, composed mainly of small scale enterprises and staffed by untrained personnel. In the context of rural tourism destinations, networks embody the potential for micro firms to pursue opportunities and compensate for missing skills, relevant education and professional background. These small operations often lack the time and money to invest in research and development and their success, arguably, depends on their ability to collaborate with and learn from other firms. Through in-depth interviews with owner-managers of micro tourism companies in rural Sweden, this research aims to explore how tourism entrepreneurs utilize networks and different knowledge transfer channels. For each of the researched firms, recent changes in their operation such as the introduction of new products, targeting new markets or joining an association (in line with Hjalager’s types of innovation, 2010) are investigated by tracing back to the links (connection to source of knowledge) that stimulated these changes. Assigning links with specific changes has the potential to reveal relationships between sources of knowledge and types of innovations as well as to identify if some link types are more valuable for the development of small scale tourism operations. “Small businesses form an important part of the tourism system internationally yet remain relatively under-researched” (Thomas et al. 2011: 972). Carmichael and Morrison (2011) stress the need for understanding tourism entrepreneurs who operate at social, economic and geographic margins. Nybakk and Hansen (2008) add that micro companies do not innovate alone, but in interaction with others. They suggest that additional study of innovation in micro tourism companies may enable policy makers to create a supportive business environment that will promote collaborations and foster innovations. This research wishes to contribute to the knowledge base about entrepreneurial behavior in micro tourism businesses in rural areas.

Keywords: micro tourism companies, entrepreneurial activities, innovation, networks, knowledge transfer

Session: Entrepreneurial activity in hospitality and tourism I

Z

What do the visitors do when they co-create value? Experiences from a theme park setting

Ingrid Zakrisson, Mid Sweden University, ingrid.zakrisson@miun.se

The concept of value co-creation has opened up a new frame of research, freeing the area from a narrow supply – demand dichotomy. Briefly put, value co-creation means that a supplier and a customer, i.e. visitor, add value jointly to the experience in question, by providing different input, based on their differing history. A consequence of this reasoning is that there are as many different notions of a tourist setting as there are visitors. One could argue that each visitor creates his or her own setting, be it a destination, an event or a theme park, etc., depending on what the visitor understands and uses of the services provided. This process is not easily studied and is often attempted to be captured through its output, i.e. as evaluations that visitors make afterwards. However, with GPS tracking technology it is possible to follow this process by recording what visitors actually do and what they actually use of the various services provided, i.e. the basis for what they consider as value. This paper presents a study where visitors to a theme park carried GPS devices during a day's visit, and were instructed to indicate positive and negative experiences by pressing buttons on the device. Afterwards they received a web-based questionnaire where their indicated experiences were depicted on a map and for which they could give a short description of the experience and also rate its strength. Based on a quantitative analysis of the visitors' movement patterns and a qualitative analysis of how they described their experiences, four segments of visitors were identified. An aspect often neglected in these kind of studies is the fact that tourism most often is a social event, i.e., people travel together. This means that the same visitor pattern may evoke different meanings and may be evaluated differently. The results from this study indicate that it is precisely so, the overall evaluations of the visit were dependent on a combination of the mobility patterns and background factors such as gender and age.

Keywords: value co-creation, segmentation, GPS technology

Session: Images, perceptions, motivation and tourist segments II

Co-operation as a planning tool for Destination Development

Dennis Zalamans, Södertörn University, dennis.zalamans@sh.se

The twin-town Haparanda & Tornio, located in the northern-most parts of Sweden and Finland, have been co-operating since the 1960´s. During the first decades the incentives were mainly money-saving in terms of shared investments. From the mid 1980´s a more sincere collaboration took place, with future goals and an ambiguous vision for a common future. In 1987 the supranational body "Provincia Bothniensis" (PB) were established by Haparanda municipality in Sweden and Tornio town in Finland. The PB have seven different work-groups who meet once a month and decides on common issues. The formal decisions, however, has to be taken by the political parties on each side of the state boundary It is well known that the ongoing co-operation by PB had a strong impact on IKEA in their decision to establish a new department store in Haparanda (& Tornio) in 2006. By sudden Haparanda & Tornio were transformed from two peripheral towns in each country to be the core in a new tourism region. IKEA and the other shops who followed attracts several million visitors each year which, of course, is an exceptional possibility for Haparanda & Tornio to develop their incoming tourism. This paper will discuss benefits and disadvantages of the new tourism in Haparanda & Tornio during the 21st century in regard to destination development. The aim is to emphasise on transports and environmental issues as well as the physical planning and the new spatial design of the twin town.

Keywords: co-operation on tourism, additional activities, new clusters

Session: Images, perceptions, motivation and tourist segments II

Shared economy accommodation services in coastal vs. city destinations in Denmark

Jie Zhang, Center for Regional and Tourism Research, jie@crt.dk

Carl Henrik Marcussen, Center for Regional and Tourism Research, marcussen@crt.dk

Airbnb and other market mediated collaborative forms of renting out rooms, apartments, houses and summer houses have spread over many cities, regions and coastal areas. In some reports and analyses it is shown that Airbnb has a positive economic impact in the cities. Is it the same for the coastal areas? The purpose of this paper is two fold: 1) to discuss both the geographic distribution of the accommodation services and the nationalities of the guests, as well as motives of the guests and the hosts at Airbnb. The analysis is based on the available data of daily accommodation spending and other spending by Airbnb guests and estimated number of nights, as far as the patterns of expenditure by Airbnb tourists can be obtained. 2) to apply the Danish inter-regional economic model i.e. LINE tourism model to evaluate the economic effects of Airbnb tourist spending in the coastal regions and in the cities. The paper focuses on two case studies, in order to compare guests and hosts of Airbnb between the coastal regions and the cities. One of case studies focuses on a major city in Denmark, investigating both the accommodation and other spending of the guests, as well as the other features of the guests and the hosts at Airbnb. Another case focuses on the guests of Airbnb in the coastal regions. For example, are spending patterns at summer houses renting out by Airbnb similar to conventional summer house tourists? The economic impact analysis is based on the available Airbnb data and on a comparative analysis from the two case studies. The evidence may show that the income received by the hosts of Airbnb is used to pay their mortgage and rent. It might also be that some hosts have the motive of getting income to spend on the other private consumption categories. Either way, from the regional economic model's point of view, this will give an increase in local private consumption by the host communities. The increase in the expenditure, both by Airbnb hosts and guests spending will give increase in the regional economic impact. The model results will show the changes in regional income, employment and governmental incomes, and comparison between the tourism multiplier in the cities and in the coastal regions.

Keywords: Airbnb, spending patterns, geographic and demography of Airbnb guests, economic impact of Airbnb

Session: The digital future of tourism and hospitality – Connecting or dividing stakeholders?

Experimenting with experiments: using mixed methods to collect tourism data

Malin Zillinger, Lund University, malin.zillinger@ism.lu.se

Maria Månsson, Liverpool John Moores University, l.e.mansson@ljmu.ac.uk

How can we push forwards the method frontiers in tourism research? How can we collect data in proactive ways, being innovative in our search for new knowledge? This presentation is about a research project that aims to collect data about the practice of information search. It seeks to learn more about different ways in which tourist information is collected at different stages before and during a journey. The project thereby departs from the idea that information search has changed considerably since the advent of technical devices that enable googling and exploring websites not only at home, but also during the journey to and the visit on a destination. The practice of information search is changing, and so should our data collection methods. The project investigates German tourists on their way to and through Sweden and uses interviews, questionnaires and experiments as its way of approach. Thereby, it employs a mixed method approach. Questionnaires are used to learn more about how different kinds of tourist information push prospective tourists to different destinations. Interviews are used on two destinations in Sweden: the town of Ystad and the theme park Astrid Lindgrens Värld. By using interviews, the aim is to learn more about how, departing from the place the tourist is now, information has been searched, used and combined. The third method is experiments, which are accomplished in future tourists' home environments. Here, they receive the task to within one hour prepare a two-day-visit to Ystad and to Astrid Lindgrens Värld, respectively. To enable this, we use the software programs Skype and Evaer. In doing so, we can see the subjects' movements and hear their comments. Thereby, we learn about their ways of approach as well as about which pieces of information lead to specific decisions. In this, the study is trying to contribute to the broadened variety of methods in tourism research.

Keywords: experiment, interview, mixed method, tourist information, questionnaire

Session: Conducting high quality tourism and hospitality research – Reflections and demonstrations of methodological approaches

Mapping academic knowledge in Swedish tourism

Kajsa G. Åberg, Umeå University, kajsa.aberg@umu.se

Within economic geography research, competitiveness through innovation based on access to a skilled workforce has been identified as key to economic success and growth. In theories regarding the location of tourism, focus has however foremost been on more physical production factors related to accessibility and resources like beaches. Low levels of formal education and skills have been held as an asset within tourism as it leads to low barriers to entering the tourism labour market. The study presented here aims at exploring if the labelling of the tourism as an industry that is characterized by a work force with low levels of formal education is a de facto statement or a normative assumption. Through statistical methods together with GIS, the tourism work force is identified and put in relation to the national workforce and other sectors. The socio-economic data on micro-level covers the whole working population of Sweden during a ten year period and allows for detecting sectoral as well as geographical aspects of the levels of formal education. The results indicate both a growing gap in educational distribution between the sectors and a potential geographical polarization. The results are then further explored from a geographical perspective, tracking how the spatial patterns of access to formal knowledge relate to the geography of municipalities characterized by economic activities related to tourism and travel.

Keywords: education, tourism development, regional development, workforce, Sweden

Session: Tourism knowledge I

SYMPOSIUM PARTICIPANTS

Name	Organisation	E-mail address
Abbasian, Saeid	Södertörn University	saeid.abbasian@sh.se
Abrahamsson, Anna Karin	Novia University of Applied Sciences	anna-karin.abrahamsson@novia.fi
Alemayehu, Fikru	University of Stavanger	fikru.k.alemayehu@uis.no
Algotson, Stina	BFUF	stina@bfuf.se
Anastasiadou, Constantia	Edinburgh Napier University	c.anastasiadou@napier.ac.uk
Andersen, Lene Feldthus	Centre for Regional and Tourism Research	lfa@crt.dk
Andersson, Göran	Södertörn University	goran.andersson@sh.se
Andersson, Tommy	University of Gothenburg	tommy.andersson@handels.gu.se
Andersson Cederholm, Erika	Lund University	erika.andersson_cederholm@ism.lu.se
Armbrecht, John	University of Gothenburg	john.armbrecht@handels.gu.se
Artell, Erika	University of Lapland	eartell@ulapland.fi
Back, Andreas	Umeå University	andreas.back@umu.se
Baeza Villanueva, Gabriela Joanna	Lund University	gj.baeza@gmail.com
Bardadottir, Thorny	Icelandic Tourism Research Centre	thorny@unak.is
Beuker, Chris	Stenden University	chris.beuker@stenden.com
Björk, Peter	HANKEN School of Economics	peter.bjork@hanken.fi
Budeanu, Adriana	Copenhagen Business School	abu.int@cbs.dk
Bursta, Beate	UiT - The Arctic University of Norway	beate.bursta@uit.no
Bærenholdt, Jørgen Ole	Roskilde University	job@ruc.dk
Chang'a, Mercy E.A	University of Eastern Finland	changa@uef.fi
Chukhanova, Alena	University of Tromsø - The Arctic University of Norway	ach028@post.uit.no
Dagsland, Åse Helene Bakkevig	University of Stavanger	aase-helene.b.dagsland@uis.no
Dahl Tove I.	UiT The Arctic University of Norway	tove.dahl@uit.no
de Bernardi, Cecilia	University of Lapland	cdeberna@ulapland.fi
Dragin-Jensen, Christian	University of Southern Denmark	christian.draginjensen@gmail.com
Edelheim, Johan	University of Lapland	johan.edelheim@ulapland.fi
Eide, Dorthe	Nord University	dorthe.eide@nord.no
El-Mahgary, Laila	University of Turku	laila.a.el-mahgary@utu.fi
Elbe, Jörgen	Dalarna University	jel@du.se
Elmahdy, Yasmine Mounir	University of Stavanger	yasminemounir87@hotmail.com
Engberg, Maria	Novia University of Applied Sciences	maria.engberg@novia.fi
Eringa, Klaes	Stenden University	klaes.eringa@stenden.com

Eskilsson, Lena	Lund University	Lena.Eskilsson@ism.lu.se
Falk, Martin	Austrian Institute of Economic Research	martin.falk@wifo.ac.at
Furenes, May Irene	University of Stavanger	may.i.furenes@uis.no
Furunes, Trude	University of Stavanger	trude.furunes@uis.no
Førde, Anniken	UiT the arctic University of Norway	anniken.forde@uit.no
García-Rosell, José-Carlos	University of Lapland	jgarcia@ulapland.fi
Grénman, Miia	Turku School of Economics	miia.grenman@utu.fi
Greve, Anniken	UiT The Arctic University of Norway	anniken.greve@uit.no
Gridnevskiy, Konstantin	Stenden University of Applied Sciences	konstantin.gridnevskiy@stenden.com
Haanpää, Minni	University of Lapland / MTI	minni.haanpaa@ulapland.fi
Hakala, Ulla	Turku School of Economics	ulla.hakala@utu.fi
Hakkarainen, Maria	University of Lapland / MTI	maria.hakkarainen@ulapland.fi
Halkier, Henrik	Aalborg University	halkier@cgs.aau.dk
Hansen, Kai Victor	University of Stavanger	kai.v.hansen@uis.no
Harju-Myllyaho, Anu	MTI / Lapland University of Applied Sciences	anu.harju-myllyaho@lapinamk.fi
Harkison, Tracy	AUT University	tracy.harkison@aut.ac.nz
Hautio, Minna	Humak University of Applied Sciences	minna.hautio@humak.fi
Heikkinen, Vesa	University Haaga-Helia	vesa.heikkinen@haaga-helia.fi
Heimtun, Bente	UiT - The Arctic University of Norway	bente.heimtun@uit.no
Heldt, Tobias	Dalarna University	the@du.se
Heldt Cassel, Susanna	Dalarna University	shc@du.se
Helgadottir, Gudrun	University College of Southeast Norway	gudrun.helgadottir@hit.no
Hjalager, Anne-Mette	University of Southern Denmark	hjalager@samdu.dk
Hjemdahl, Kirsti Mathiesen	Agderforskning	kirsti.hjemdahl@agderforskning.no
Hoarau-Heemstra, Hin	Nord University	hin.h.heemstra@nord.no
Holmberg, Eva	Haaga-Helia UAS	eva.holmberg@haaga-helia.fi
Honkanen, Antti	Iniversity of Lapland	antti.honkanen.gm@gmail.com
Häkkinen, Reija	University of Jyväskylä	reija.a.hakkinen@jyu.fi
Höckert, Emily	Stockholm University	emily.hockert@ulapland.fi
Høegh-Guldberg, Olga	Høgskolen i Lillehammer	olga.hoegh-gudlberg@hil.no
Ikonen, Hanna-Mari	University of Tampere	hanna-mari.ikonen@uta.fi
James, Laura	Aalborg University	james@cgs.aau.dk
Jensen, Jens Friis	Roskilde University	Jensfj@ruc.dk
Jernsand, Eva Maria	University of Gothenburg	eva.maria.jernsand@handels.gu.se
Jeuring, Jelmer	University of Groningen	j.h.g.jeuring@rug.nl
Jokela, Salla	University of Helsinki	salla.jokela@helsinki.fi
Kantola, Sini	Natural Resources Institute Finland / University of Oulu	sini.kantola@luke.fi

Kinnunen, Maarit	University of Lapland	maarkinn@ulapland.fi
Komppula, Raija	University of Eastern Finland	raija.komppula@uef.fi
Konu, Henna	University of Eastern Finland	henna.konu@uef.fi
Koroschetz, Bianca	School of Business, Law and Economics Gothenburg	bianca.koroschetz@gu.se
Kramvig, Britt	UiT The Arctic University of Norway	britt.kramvig@uit.no
Kristjánsdóttir, Kristín Rut	University of Iceland	sustainability.tourism@gmail.com
Kristoffersen, Berit	University of Tromsø	berit.kristoffersen@uit.no
Kugapi, Outi	University of Lapland	outi.kugapi@ulapland.fi
Kulusjärvi, Outi	University of Oulu	outi.kulusjarvi@oulu.fi
Kvidal-Røvik, Trine	UiT Arctic University of Norway	trine.kvidal@uit.no
Kyyrä, Sanna	University of Lapland / MTI	sanna.kyyra@ulapland.fi
Källberg, Peter	Vaasa Region Development Company VASEK	peter.kallberg@vasek.fi
Lahovuo, Ira	University of Turku	iremla@utu.fi
Larsen, Svein	Universitetet i Bergen	svein.larsen@uib.no
Lashley, Conrad	Stenden University	conradlashley@aol.com
Latvala, Riina	University of Eastern Finland	rjlatvala@hotmail.com
Lee, Young-Sook	UiT The Arctic University of Norway	young-sook.lee@uit.no
Lemmetyinen, Arja	Turku School of Economics at the University of Turku	arinle@utu.fi
Lier Madsen, Einar	Nordland Research Institute	elm@nforsk.no
Lillbroända-Annala, Sanna	Åbo Akademi University	slillbro@abo.fi
Lind, Emma	Agderforskning/ University of Stavanger	emmaglind@gmail.com
Linge, Tone Therese	University of Stavanger	tone.linge@uis.no
Lund, Katrín Anna	University of Iceland	kl@hi.is
Lundberg, Erik	University of Gothenburg	erik.lundberg@handels.gu.se
Lähteenmäki-Uutela, Anu	University of Turku	anmlaht@utu.fi
Malasevska, Iveta	Lillehammer University College	iveta.malasevska@hil.no
Manka, Mikko	University of Tampere	mikko.manka@gmail.com
Maristuen, Helene	University college of Sogn and Fjordane	helene.maristuen@hisf.no
Marjanen, Heli	University of Turku	heli.marjanen@utu.fi
Mathisen, Gro Ellen	University of Stavanger	gro.e.mathisen@uis.no
Mkono, Muchazondida	University of Queensland	m.mkono@business.uq.edu.au
Molina, Mònica	Universitat Autònoma de Barcelona	Monica.Molina@uav.cat
Mossberg, Lena	Gothenburg university	lena.mossberg@handels.gu.se
Mykletun, Reidar J.	University of Stavanger	reimykle@gmail.com

Müller, Dieter	Umeå University	dieter.muller@umu.se
Månsson, Maria	Lund University	l.e.mansson@ljmu.ac.uk
Mäki, Maija	University of Turku	maija.j.maki@utu.fi
Negacz, Katarzyna	Warsaw School of Economics	k.negacz@gmail.com
Niininen, Outi	ltu	outiniininen@gmail.com
Nordli, Anne	Lillehammer University College	anne.nordli@hil.no
Nyberg, Agneta	Yrkeshögskolan Novia	agneta.nyberg@novia.fi
Olsen, Cato Slettvold	UiT The Arctic University of Norway	csl003@post.uit.no
Olsen, Mona Anita	Cornell University	mao24@cornell.edu
Onn, Gustaf	Södertörn University	gustaf.onn@sh.se
Paananen, Kaisa	University of Helsinki	kaisa.paananen@helsinki.fi
Perron, Jean-Michel	PAR Conseils	jmp@parconseils.ca
Pesonen, Juho	University of Eastern Finland	juho.pesonen@uef.fi
Piha, Samuel	University of Turku	samuel.piha@utu.fi
Pohjolainen, Päivi	City of Turku	paivi.pohjolainen@turku.fi
Rantala, Outi	University of Lapland	outi.rantala@ulapland.fi
Ratz, Tamara	Kodolanyi Janos University of Applied Sciences	tratz@kodolanyi.hu
Renfors, Sanna-Mari	Satakunta University of Applied Sciences	sanna-mari.renfors@samk.fi
Rickly, Jillian	University of Nottingham	jillian.rickly@nottingham.ac.uk
Ritalahti, Jarmo	Haaga-Helia University of Applied Sciences	jarmo.ritalahti@haaga-helia.fi
Roper, Stuart	Bradford University	s.roper@bradford.ac.uk
Ruotsala, Helena	University of Turku	helena.ruotsala@utu.fi
Räikkönen, Juulia	University of Turku	juulia.raikkonen@utu.fi
Rønningen, Martin	Lillehammer University College	martin.ronningen@hil.no
Saari, Susanna	University of Lapland	susanna.saari@turkuamk.fi
Saarinen, Jarkko	University of Oulu	jarkko.saarinen@oulu.fi
Seidel, Sarah	Stenden university	sarah.seidel@stenden.com
Selänniemi, Tom	Finnish Nature Centre Haltia	tom.selanniemi@metsa.fi
Simkute, Toma	University of Lapland	tsimkute@ulapland.fi
Singaraju, Stephen	La Trobe University	s.singaraju@latrobe.edu.au
Skrebneva, Elena	Lapin Yliopisto	lenaskr88@yandex.ru
Skrede, Oddne	Sogn og Fjordane University College	oddne.skrede@hisf.no
Skullerud, Esten	NORD University	esten.s.skullerud@nord.no
Solbraa, Torkjel	Vestlandsforsking	tso@vestforsk.no
Sthapit, Erose	University of Vaasa	erose_sthapit@hotmail.com
Sundbo, Jon	Roskilde University	sundbo@ruc.dk
Suomalainen, Sanna	University of Turku	sanna.suomalainen@utu.fi
Sörensson, Anna	Mid Sweden University	anna.sorensson@miun.se
Takala, Tiina	University of Lapland	titakala@ulapland.fi
Thimm, Tatjana	HTWG Konstanz	tthimm@htwg-konstanz.de
Thulemark, Maria	Dalarna University	mth@du.se

Toivonen, Annette	University of Lapland	annette.toivonen@gmail.com
Trengereid, Veronika	Sogn og Fjordane University Colege	verotre@hisf.no
Tuominen, Telle	Turku University of Applied Sciences	telle.tuominen@turkuamk.fi
Vainikka, Vilhelmiina	University of Oulu	vilhelmiina.vainikka@oulu.fi
Veijola, Soile	University of Lapland	soile.veijola@ulapland.fi
Vieru, Markku	University of Lapland	markku.vieru@ulapland.fi
Vrenegoor, Femke	Stenden University	femke.vrenegoor@stenden.com
Wakonen, Katarina	Visit Finland	katarina.wakonen@visitfinland.com
Wandwi, Richie	University of Lapland	rwandwi@ulapland.fi
Wolff, Katharina	University of Bergen	Katharina.Wolff@uib.no
Wright, Reni	university of tromsø, Norway	reni.wright@uit.no
Yachin, Jonathan	Dalarna University	jmy@du.se
Zakrisson, Ingrid	Mid Sweden University	ingrid.zakrisson@miun.se
Zalamans, Dennis	Södertörn University	dennis.zalamans@sh.se
Zhang, Jie	Centre for Regional and Tourism Research	jie@crt.dk
Zhou, Shenghan	University of Lapland	szhou@ulapland.fi
Åberg, Kajsa G.	Umeå University	kajsa.aberg@umu.se

Symposium supporters

FEDERATION OF FINNISH LEARNED SOCIETIES

LIIKESIVISTYSRAHASTO

Turku School of Economics
Support Foundation

visitturku.fi

TURKU ÅBO

LYYTI

Radisson BLU MARINA PALACE HOTEL TURKU

MY SIDE OF Naantali NAANTALINMATKAILU.FI

VisitFinland.com