



ATLAS Annual Conference 2022

**Tourism 22 and Beyond - What Matters Now
to the Global Tourist?**

**Cork, Ireland
6-9 September, 2022**

Abstract Book



MTU

Ollscoil Teicneolaíochta na Mumhan
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Contents

Introduction	10
Keynote Speakers	11
Dimitrios Buhalis	
Stroma Cole	
Niall Gibbons	
Michael Morley	
Melanie Smith	
Siobhan McManamy	
Maggie Cusack	
Angela Wright	
Tara Duncan	
Biosketches Delegates	16
Abstracts Keynote Speakers.....	42
How Different will Tourism be in 2022 and beyond?.....	
Stroma Cole	
Revisiting Organization and Employment Models for the Millennial Workforce.....	
Michael Morley	
Whose Wellness is it Anyway? Responsibility and Restoration in a Post-Covid World.....	
Melanie Kay Smith	
Abstracts	44
Silence, Awareness through Teaching: an example in Tourism Studies	
Silvia Aulet	
Edgar Tarrés	
Creating Safe Spaces: Exploring the LGBTQ+ communities experience of ally inclusion at	
LGBTQ+ safe spaces in the UK	
Daniel Baxter	
Claire Leer	
Steve Jones	
Indigenous Storytelling in Tourism: Augmenting a New Reality for Intangible Cultural Heritage	
.....	
Danolien van den Berg	
Remodelling the model: Developing resilience within South African domestic tourism.....	
Christoffel Rudolph Botha	
Karen Harris	
Danolien Van den Berg	
Sustainability practices and placemaking: the case of ‘Bons Sons’ festival	
Marisa de Brito	
Luciana Almeida	
Lilian Wanderley	
Covid-19 and Tourist confidence improvement: Lessons from all-inclusive hotels	
Hien Thu Bui	
Miju Choi	
Peter Robinson	

Sustainable tourism in rural areas through participatory governance of intangible heritage: ‘Els Raïers de la Pobla de Segur’	49
Carlos Burgos Tartera	
Isabel Paulino	
Silvia Aulet	
The impact of Covid pandemic on innovative tourism development in Lithuania	50
Donatas Burneika	
Edis Kriaučiūnas	
Darius Liutikas	
Gintarė Pociūtė-Sereikienė	
Viktorija Baranauskienė	
Effects of tourist misbehaviours on other tourists’ overall holiday experiences: a cognitive appraisal theory perspective	51
Kevin Burns	
Development, Opportunities, and Implications: Experiences of Instructors behind a Coastal and Maritime Tourism MOOC	52
Kevin Burns	
Lorraine Dunne	
Maria Roddy Freyne	
Roles of social capitals in tourism crisis resilience in Tanjung Lesung, Indonesia	53
Ignatius Cahyanto	
Learning approaches for Climate Change Resilience in Tourism Destinations	54
Sheena Carlisle	
A visual semiotic analysis of security issues at events	55
Emma Carroll	
Catriona Murphy	
Nuno Almeida	
PIRATES and the Night Sky	56
John Carty	
Chloe Dillon	
The day after COVID-19 for Airbnb: crisis management in Lisbon	57
Mariana Casal-Ribeiro	
Inês Boavida-Portugal	
Rita Peres	
Climate change adaptation in the ski industry – the stakeholders’ perceptions	58
Siya Cholakova	
Elka Dogramadjieva	
Music Festivals In & Of The Community: The Scoil Samhraidh Willie Clancy Experience.....	59
Fiana Ní Chonaill	
Felicity Kelliher	
Sandra Joyce	
Sustainable Turn or Business as Usual?: Post-Pandemic Tourism Planning in Ireland	59
Michael Clancy	
Dancing for myself: reclaiming festivity urban space as narratives of community cultural heritage	60
Alba Colombo	
Social space scene: ephemeral festivity in times of distancing, proposals and legacies	61
Alba Colombo	
Xavier Villanueva	

An investigation on how effective the human resource management strategies are in achieving customer service excellence within the hotel front office department	62
Noelle O'Connor Claudia McNamara	
Developing Tourism Curricula: Bridging the Gap between the Tourism Industry and Educational Provision in Ireland	63
Ruth Craggs Denise O'Leary Theresa Ryan Ziene Mottiar Fernanda Limo Rabelo Rachelle O'Brien	
How do people feel connected to a never-visited place?	63
Nam Dang Irene Ferrari Linda Osti	
Machine learning approach for predicting visitor's attachment and behaviors in natural areas	64
Nam Dang Valerio Veglio Haywantee Ramkissoon	
Travel intentions and preferences amid the COVID-19 pandemic: the case of Bulgaria	65
Elka Dogramadjieva	
When words are not enough: the trajectory of sense making when analysing qualitative data in a tourism case study	66
Jacqui Doyle Felicity Kelliher	
Environmental psychology interventions - Do interpretation methods promote sustainable behaviors?	67
Valerie Elss Corinna Diederich Hannah Richter Jannes Hielscher Mayra Brandt	
Sharing accommodation and impact on property prices: Case study from Prague	67
Filip Emmer	
Envisioning a sustainable future in the new normal: a transformative, collaborative approach for climate change and tourism.....	68
Ioanna Farsari Ulrika Persson-Fischier Uppsala University Sweden	
Market trends and the convergence of thermal spas and tourism	69
Carlos Fernandes Jessica Imperadeiro	
Guest Perception, Familiarity and Awareness of the Sustainability Practices in Hotels in Portugal.....	70
José Fernandes Kelly Maguire Luís Lima Santos	

Source to Service: A Case for Branding Cork as a Sustainable Food Tourism Destination	71
Catherine Fitzgibbon	
Mobility infrastructures and the emergence of the short-term city: the management of parking garages in Venice historical center.....	72
Emanuele Giordano	
Niche festivals in a post-pandemic world	72
Luisa Golz	
A preliminary exploration of the covid19 pandemic effects in folklore events	73
Javier Alfonso Gomez Chavarro	
Marco Aurelio da Cruz Souza	
Thiago Silva de Amorim Jesus	
Frontline employees' profiles in hospitality firms based on their suggestions for change	74
Tamara González González	
Embedding Sustainability and Technology Skills in Tourism Education	75
Catherine Gorman	
Jennifer Stewart	
Belonging, Power, and Avenues for Inclusion in a Traditional Irish Music Festival	76
Emma Grove	
The Literary Festival: A Stage for Promoting our Cultural and Literary Heritage.....	76
Mary McGuckin	
Nudging sustainable behavior at festivals	77
Amber Herrewijn	
Influence of the UNESCO World Heritage designation on the tourism development of German cultural cities	78
Maren Hille	
The embodied experience of using active mobility infrastructures in tourist hotspots	79
Wilbert den Hoed	
Antonio Paolo Russo	
Unpacking social exclusion and overtourism through empathetic codesign: SMARTDEST and City Labs	80
Donagh Horgan	
From Mobility Practices to Accessibility Strategies: The Case of Tourist Cities	81
Yechezkel (Hezi) Israeli	
Interpretation of European Nature Heritage - Specifics of Interpretation of Water in Tourism ...	82
Liběna Jarolímková	
Zuzana Míšková	
Encountering Irish Folklore Backstage: Siamsa Tíre and the Dance Traditions of Kerry	83
Daithí Kearney	
Unlock & Revive: Delivering events for the dementia community during Covid-19.....	84
Gary Kerr	
Hannah Stewart	
Stephen Smith	
Ruthanne Baxter	
Jane Ali-Knight	
Whose Heritage and What Matters Most? The Red Market Experience: A Community-based Approach to Preserve Traditional Festivals and the Cultural Spaces	85
Chi Wo (Kate) Kwan	
Suthida Chang	

The role of gastronomy during the lockdown in the tourism promotion: an analysis of the DMO's social networks in Spain.....	86
Maria del Pilar Leal Londoño	
Alexandra Georgescu Paquin	
Jordi Arcos Pumarola	
Exploring consumer behaviour based on handicraft and creative programs – a case study from Hungary.....	87
Katalin Lorincz	
Zsuzsanna Banász	
János Csapó	
Carrying the mantle: tracing the emergence of the Five Lamps Arts Festival	88
Danielle Lynch	
A Rhizomatic approach to local cultures: Cultural sensitivity, storytelling and intangible cultural heritage	89
Lenia Marques	
Resilience Concept for Destinations – Post Corona Strategies in the Black Forest National Park Region, Germany	89
Conny Mayer-Bonde	
Patrick Schreib	
Henrike Zimmer	
Niche Market Garden Tourism - Target Groups of Gardens and Parks in Baden-Württemberg / Deutschland.....	90
Conny Mayer-Bonde	
Nadine Teufel	
Henrike Zimmer	
Examining the Sustainable Management of Environmental Impacts in Portugal.....	91
Fátima Mendonça	
Kelly Maguire	
Nuno Almeida	
Cycle routes: what are their tourist dimensions?	92
Xavier Michel	
Innovative Methods of Interpretation: Burren & Cliffs of Moher UNESCO Global Geopark	93
Shirley Millar	
Aisling Ward	
Ana Cruz Garcia	
Tourist satisfaction amid the pandemic: the effect of COVID-19 prevention measures	94
Daniel Miravet Arnau	
Indrajeet Mallick	
Aaron Gutiérrez Palomero	
Rural festivals and digitisation.....	95
Samantha Morris	
Bernadette Quinn	
Exploring the potential of Irish tourism Social enterprises to work together to attract tourists of the future.....	96
Ziène Mottiar	
Unlocking the black box of tourism destination capability	96
Noel Murray	
Emergence and co-existence of cultural identities of a tourism destination	97
Rajesh Nautiyal	

Julia N. Albrecht Anna Carr	
Street-food vendors' challenges and hygiene practices towards covid-19 prevention	98
Eunice Nderingo Ulomi Farida S. Masalu	
Tourism participants' preference for high-speed rail: The role of pro-environmental behaviour	99
Markéta Novotná Andrea Holešinská	
The duality of tourism and smart city governance in urban destinations: an analysis of stakeholders' perspectives in Barcelona	100
Ana Pastor Alcaraz Marc Fuster Uguet	
Stepping beyond religion: Conceptualizing pilgrimage through international volunteer tourism	101
Reni Polus Neil Carr	
An investigation into sustainability paradoxes in a dynamic and shifting tourism landscape. 102	
Susann Power Maria Laura Di Domenico Graham Miller	
Interpreting the nature heritage: Observation towers.....	103
Rasa Pranskuniene	
The 'Conscious Design Code': a sustainability awareness tool for tourism & leisure students	103
Luca von Prittwitz Wina Smeenk Donagh Horgan Zac Woolfitt Roos Gerritsma Ko Koen	
Factors influencing the effectiveness of the professional tourist guide	104
Pedro Quelhas Brito Mariana Rosas Costa Raquel Menezes	
The transit of (slow) tourism.....	105
Chiara Rabbiosi Annalisa Martimucci	
Entrepreneurial Marketing Strategies of Sundarbans' Tiger Widows (Bagh Bidwa).....	105
Jakia Rajoana Jahanir Alam	
Evolution of Irish normative holiday behaviour and its influence on responsible tourism	106
Susanne O'Reilly	
Is the Cyprus Tourism Governance model resilient enough to withstand turbulent times?	107
Alexis Saveriades Anna Farmaki	
Collecting memories of the futures into a reversed archive: the case of 'Brussels 2030'	108
Eva De Smedt	

Unlocking intangible cultural heritage's tourism potential: examples of stakeholder involvement, and dynamics	109
Marco Scholz	
Kaat De Ridder	
Vicky Steylaerts	
Entrepreneurship of lifestyle migrants: comparative narrative analysis in Sweden and Spain	110
Ekaterina Shebanova	
Tara Duncan	
José Donaire	
Cooperative learning as a platform for development of soft skills in the tourism context.....	111
Goretti Silva	
Alexandra Correia	
Mariana Oliveira	
New Challenges in the Management of Sporting Events in Portugal post COVID-19	111
Diogo Sousa	
Kelly Maguire	
João Vasconcelos	
Mário Carvalho.....	111
Bonding, Bridging and Linking Social Capital in pursuit of World Heritage Designation	112
MaryRose Stafford	
Denise O' Leary	
Fiona Tobin	
Elizabeth Baxter	
Exploring 'Smart and Green' Concepts in the Irish Hospitality Sector - 2022 & Beyond.....	113
Yi Sheng (Isaac) Tan	
Angela Wright	
Climate care or carelessness? Understanding the tourism practices of young adults	114
Anette Therkelsen	
When tourism goes rural: Rethinking mobilities and new rurality in rural spaces	115
Marlisa Ayu Trisia	
Lluís Prats	
Jaume Guia	
Local responses to adaptation and communication of climate change: a Croatian case study	116
Jane Turner	
Chris Cooper	
Rodolfo Baggio	
Nevenka Cavlek	
Elisa Burrai	
Vanja Krajinovic	
Social representations of transportation: experiences from tourism destinations in sparsely populated areas.....	117
Beatrice Waleghwa	
Dimitri Ioannides	
ICH Tourism and Sustainable Development in Hmong: An Actor-Network analysis	117
Wei Wang	
Networking, Sustainability, and the development of a Destination Mindset.....	118
Aisling Ward	
Ana Cruz Garcia	
Shirley Millar	

Shared festival experiences: The power and purpose of remembering together	119
Emma Wood	
Maarit Kinnunen	
Jonathan Moss	
Yanning Li	
The Aviation Industry: The Consumer Behaviour Dynamic	120
Ileana Wright Ross	

Introduction

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

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

Emerging from the years 2020 and 2021, tourists want to embrace the experiences of the past but also move forward to enjoy and make new memories, while keenly conscious of risks (new diseases, unrest, terrorism, natural disasters etc..). Risk, however, is the new-world order and for the tourism industry, tourist risk is raw and current. New ways of looking at 'risk management' strategies are urgently required for an industry that has safety & comfort at its core.

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



Keynote Speakers



Dimitrios Buhalis

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is the Director of the eTourism Lab at Bournemouth University in England.
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Stroma Cole

Dr Stroma Cole combines her academic career with action research and consultancy. Her research explores the interconnect between tourism, gender and water rights. Stroma has a long history of working on small islands particularly in Indonesia. In 2020 she received a British Academy Knowledge Frontier grant to explore the connections between Water Insecurity and Gender Based Violence. Stroma is most well known for her tourism and water nexus research in Bali a longitudinal action research project.

She is a director of Equality in Tourism an international charity seeking to increase gender equality in tourism. With research interests in gender, responsible tourism development, and the links between tourism, the SDGs and Human Rights (particularly to water), Stroma is an activist researcher critiquing the consequences of tourism development.

She has over 30 publications, including her edited book *Gender Equality and Tourism: Beyond Empowerment* (2018) and her edited volume with Morgan, on *Tourism and Inequality* in 2010 and her monograph *Tourism, Culture and Development: Hopes, Dreams and Realities in Eastern Indonesia*; Stroma is an Associate Editor for *Annals of Tourism Research* and on the editorial board at *Journal of Sustainable Tourism* and *Tourism Geographies*.



Niall Gibbons

Niall Gibbons is Chief Executive of Tourism Ireland. He oversees the marketing of the island across the world, leading a team of over 160 staff in 21 markets, whose work is underpinned by sustainable destination marketing principles. Over 11 million overseas visitors in 2019 contributed over €5.8BN to the island economies and supported 325,000 jobs. He led Tourism Ireland's expansion into new markets such as China and the Middle East, and oversaw the organisation's emergence as a leader in digital marketing and social media. He developed ground-breaking partnerships with LucasFilm and HBO which allowed Tourism Ireland to leverage the global success of Star Wars and Game of Thrones to

showcase the island of Ireland overseas, in a new way. He led the development of Tourism Ireland's Global Greening initiative, which has brought tourism to the heart of St Patrick's Day celebrations across the world. The World Economic Forum has ranked Ireland 3rd in the world out of 136 countries for 'effectiveness of marketing and branding to attract tourists'. Niall is a business graduate of Trinity College, Dublin and a Fellow of the Institute of Chartered Accountants in Ireland. He sits on the Irish Government's Export Trade Council, has been a member of the post-Covid Tourism Recovery Taskforces in both Ireland and Northern Ireland, a member of Culture Ireland's Expert Advisory Committee and an Honorary Fellow of the Institute of Hospitality in Ireland.

<https://www.tourismireland.com>

Professor Michael Morley holds the Chair in Management at the Kemmy Business School, University of Limerick, Ireland. His research interests encompass international, comparative, and cross-cultural HRM, along with the evolving nature of the employment relationship and new forms of organizing, aspects of which he investigates at different levels and in a range of different contexts. He has published several books with, among others, Butterworth-Heinemann, Oxford University Press, Palgrave Macmillan, and Routledge. His journal articles have appeared in leading outlets in international business, management, organizational psychology and human resource management. He is the Editor-in-Chief of *European Management Review*, the journal of the *European Academy of Management*, and serves on the Editorial Boards of several other journals. He was elected as the 2007-2010 Chair of the *Irish Academy of Management* and the 2012-2014 President of the *International Federation of Scholarly Associations of Management*. He is a Fellow of the Irish Academy.



Michael Morley



Melanie Smith

Dr Melanie Kay Smith (PhD) is an Associate Professor, Researcher and Consultant whose work focuses on urban planning, cultural tourism, wellness tourism experiences and the relationship between tourism and wellbeing. She is Programme Leader for BSc and MSc Tourism Management at Budapest Metropolitan University in Hungary. She has lectured in the UK, Hungary, Estonia, Germany, Austria and Switzerland as well as being an invited Keynote speaker in many countries worldwide. She was Chair of ATLAS (Association for Tourism and Leisure Education) for seven years and has undertaken consultancy work for UNWTO and ETC as well as regional and national projects on cultural and health tourism. She is the author or editor of several books as well as almost 100 journal articles and book chapters. Her most recent research focuses on wellness tourism, the impacts of 'overtourism' in cultural cities and urban green spaces.



Siobhan McManamy

Siobhan McManamy is Tourism Ireland's Acting Chief Executive as well as Director of Markets, responsible for the organisation's operations in more than 20 markets around the world; she has held the position of Director of Markets since 2016. Prior to this, Siobhan was Tourism Ireland's Head of Co-operative Marketing, responsible for managing the organisation's extensive programme of global

co-operative activity, with airlines, ferry operators and a range of other key stakeholder partners; she was also responsible for business tourism, overseas publicity, overseas trade partnerships and industry opportunities. Siobhan also had responsibility for the organisation's access development strategy when Tourism Ireland won the overall 'World Routes Marketing' award and the award for 'Best Destination Marketing', voted by all the international airlines, in recognition of excellent partnership arrangements with airports on the island of Ireland and work to support their route development efforts. Siobhan joined Tourism Ireland in 2002 and held several managerial positions around Mainland Europe, managing the organisation's operations in Germany, the Netherlands and the Nordic region.



Maggie Cusack

Professor Maggie Cusack FRSE, President of Munster Technological University (MTU), did her BSc degree in Cell Biology at the University of Glasgow and her PhD in Protein Biochemistry at the University of Liverpool. Continuing protein research, Maggie began multidisciplinary work, moving to Geosciences at the University of Glasgow. She was awarded a Royal Society University Research Fellowship where she established a research group in biominerals. Since then her research has focussed on biominerals and includes using a range of e-beam techniques such as electron backscatter diffraction (EBSD) to understand biological control of mineral formation and environmental impact on marine biominerals. As well as research and teaching commitments, she was Associate Dean for the Faculty of Physical Sciences Graduate School, International Lead for the College of Science & Engineering and Head of School of Geographical & Earth Sciences. In 2017 Maggie joined the University of Stirling as Dean of the Faculty of Natural Sciences. In 2018, she completed the Senior Executive Programme of the London Business School. Maggie was awarded the Saltire Society's Scottish Science Award in 2008, elected Fellow of the Royal Society of Edinburgh in 2011 and, in 2017, she was awarded the Schlumberger Medal by the Mineralogical Society. On 1st January 2021, Maggie took up the role of Inaugural President of MTU.



Dr Angela Wright, MMIIGrad, MBS, PhD, MCIPD (Academic), MA, D-EduLaw, is a Senior Lecturer and researcher at Munster Technological University, Cork. She is Chair of the Research Ethics Committee (REC) and Programme Director of the MBA at MTU. Her main areas of interest include Tourism & Sustainability, Higher Education, Marketing and Business Strategy, and she holds a masters and PhD in these disciplines. A member of leading journal editorial boards, she has authored several academic books and published extensively in peer review academic journals and continues to contribute to same. Having served as Governor to Fota Wildlife Park in Cork, a major Irish Tourist attraction and Wildlife conservation centre, she continues to be a member of the Fota company that attracts over 500,000 visitors to the region.

Angela Wright

Tara Duncan is a Professor in Tourism Studies in the Centre for Tourism and Leisure Research (CeTLeR) at Dalarna University, Sweden. Her research focuses on the intersections between mobilities, work and tourism, with a focus on decent work, dignity and sustainability within tourism and hospitality careers. She is the Chair of ATLAS (Association for Tourism and Leisure Education and Research), is a Resource Editor for *Tourism Geographies* and sits in the editorial board for *Social and Cultural Geography*.



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Silvia Aulet, PhD is a professor at the Faculty of Tourism of the University of Girona teaching subjects in the Degree of Tourism and the Master of Cultural Tourism. Her research line is cultural tourism and heritage management focusing on different elements including intangible heritage. Her main research is on religious and sacred sites but also she has been working in other areas related to heritage such as gastronomy or cultural accessibility. Apart from different publications on these topics, she is member of the Editorial Board of the International Journal on Religious Tourism and Pilgrimage, the association Future for Religious Heritage, the Unitwin UNESCO Chair "Culture Tourism and Development and director of the UNESCO Chair on Cultural Policies and Cooperation of the University of Girona. She has participated in several research studies both as an academic researcher and as a consultant, and in different European Projects like SPIRIT-Youth (a COSME project related to the creation of a spiritual tourism proposal through Europe for young people), INCOME Tourism (an Erasmus+ based on learning soft skills in tourism through a new learning approach together with companies), Cultsense (an Erasmus+ aiming at sensitizing young travelers).

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BSc. in Applied Ecology, MSc. in Entomology (Termites), PhD. in Primatology (Chimpanzees). Both the BSc. and MSc. were studied in a national park in Uganda (Queen Elizabeth national Park. The PhD was studied in a Natural Forest Reserve (Budongo Forest). After completing the PhD, I joined Makerere University as a Lecturer and I am now Senior Lecturer. I have been teaching tourism to Tourism students at the University and supervised many for their degrees in tourism. Attended ATLAS Conference which was held at Makerere University, many years ago.

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Daniel Baxter is the Assistant Head (International) for the Glasgow School for Business and Society, at Glasgow Caledonian University. He is also a lecturer in International Tourism and Event Management within the department of Fashion, Marketing, Tourism and Events. He teaching focusses on tourism and event experiences, change management and event tourism. Daniel is also a fellow of the Higher Education academy and is also on the executive committee of the Association Event Management education (AEME). Daniel is currently working towards a Professional Doctorate exploring the motivations and demotivations of lecturers involved in transnational education. Daniel has published research that has explored the impact terrorism is having on events professionals. He has recently published research that has explored the permeation of drag culture and drag events into contemporary culture and is currently researching LGBTQ+ safe spaces. He has contributed and developed various international projects, has been involved in a number of consultancy projects nationally and internationally and leads the international learning journey on the MSc International Tourism and Events programme. Prior to working in academic, Daniel worked in the International Events and Tourism industry. He has worked Tui

UK, the Moffat Centre, ILOVETOUR and British Airways. Daniel utilises his industry experience and embeds this in his teaching, ensuring that students are developing the transferable skills needed to be future industry leaders.

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C.R. Botha is a Lecturer in Heritage and Cultural Tourism in the Department of Historical and Heritage Studies at the University of Pretoria, South Africa. He is also a Researcher for the National Department of Tourism (NDT); an accredited and registered Provincial Culture Tourist Guide (Gauteng); and serves as a member to the National Federation of Tourist Guides and Affiliates (NFTGA). His research areas include tourist guiding, tourism legislation and heritage tourism (particularly in a global South context).

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Dr. Marisa de Brito currently coordinates the research group Events and Placemaking (together with Prof. Greg Richards), at NHTV Breda University of Applied Sciences, in the Netherlands. Previously she has worked in the UK and in Portugal. She has a PhD on sustainable supply chain management and a Master on Urban Management from Erasmus University Rotterdam, the Netherlands. Her current research and professional interests lay in the area of sustainability of events and places and in relation to strategy, trends, decision-making, and performance. Marisa publishes internationally in the field of leisure, events and placemaking, and the circular economy. She has recently edited a special issue on Events and Placemaking at the International Journal of Event and Festival Management. As member of the Center of Expertise for Leisure, Tourism and Hospitality (CELTH), Marisa has recently led a project on the development of sustainable strategies by festivals in the Netherlands. Her goal is to keep contributing with applied research to the advancement of knowledge in the area of sustainability, events and places, co-creating innovation and smart practices.

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Hien Thu Bui is a PhD student at School of Events, Tourism and Hospitality Management, Leeds Beckett University. She is working a jointly funded project on all-inclusive holidays by Leeds Beckett University and the Institute of Travel and Tourism. Her research has been published on the International Journal of Contemporary Hospitality Management and the International Journal of Consumer Studies. Her research interest includes, but not limited to, consumer experience, consumer behaviour, sustainability, ICTs application in tourism, hospitality and retail operations.

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Donatas Burneika is a geographer, chief research fellow at the Lithuanian Centre for Social Sciences, Head of department of Regional and Urban studies. His academic research interests encompass urban, economic and regional geography. He is an author and/co-author of around 80 scientific peer-reviewed publications, participant of national and international research projects. He also is an ambassador of Regional Studies Association for Lithuania and professor at Vilnius University, Department of Geography and Land management, which he graduated from in 1994.

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Niall Gibbons is Chief Executive of Tourism Ireland. He oversees the marketing of the island across the world, leading a team of over 160 staff in 21 markets, whose work is underpinned by sustainable destination marketing principles. Over 11 million overseas visitors in 2019 contributed over €5.8BN to the island economies and supported 325,000 jobs. He led Tourism Ireland's expansion into new markets such as China and the Middle East, and oversaw the organisation's emergence as a leader in digital marketing and social media. He developed ground-breaking partnerships with LucasFilm and HBO which allowed Tourism Ireland to leverage the global success of Star Wars and Game of Thrones to showcase the island of Ireland overseas, in a new way. He led the development of Tourism Ireland's Global Greening initiative, which has brought tourism to the heart of St Patrick's Day celebrations across the world. The World Economic Forum has ranked Ireland 3rd in the world out of 136 countries for 'effectiveness of marketing and branding to attract tourists'. Niall is a business graduate of Trinity College, Dublin and a Fellow of the Institute of Chartered Accountants in Ireland. He sits on the Irish Government's Export Trade Council, has been a member of the post-Covid Tourism Recovery Taskforces in both Ireland and Northern Ireland, a member of Culture Ireland's Expert Advisory Committee and an Honorary Fellow of the Institute of Hospitality in Ireland.

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Eunice Ulomi has over 20 years experience in Tourism and Hospitality industry, She is one of the most eminently qualified Tanzanians in her area of specialty. Her currently substantive employer is the Ministry of Natural Resources and Tourism (MNRT), which deployed her to work with the National College of Tourism (NCT) since 2008 as officer in charge of academic matters holding a position of Director of Studies and Professional Activities (DSPA) , a post which she has held for the past ten (10) years. For the past decade, Ms. Ulomi, has also been instrumental in fomenting a number of strategic developments at the NCT, including increasing the number of campuses from one (1) to three (3). In 2010, she managed to introduce Diploma Courses for Hospitality programmes and facilitated the development of the National Curriculum for Tourism and Hospitality Programmes. She has also worked as an Instructor of NCT and a Tourism facilitator with various colleges in Tanzania. In terms of educational qualifications and training, Ms. ULOMI holds a Master's of Science (MSc) Tourism Economics; in International Tourism Business (1996) and First Digress in Economics (1994) from VARNA University in BULGARIA and MBA from the Open University of TANZANIA (OUT- 2011). Ms. Ulomi has attended Leadership and Management training courses in the Netherlands, France, India, the United Kingdom, and within Tanzania. She also understudies Train of Trainers (ToT) Course organised by ILO and International Hotel and Tourism Institute from Kenya. Before then she had already completed a Tourism and Career Management Programme at the Royal Tropical Institute (KIT) - Netherlands. Ms. Ulomi before joining MNRT she worked with International and local institutions. She was employed by SNV – The Netherlands Development Organisation as an Advisor for Products Development and Quality Control of Cultural Tourism Activities; Head of the Marketing Department for Tanzania Consortium of Hospitals and Clinics Ltd (Health Insurance); Employed by Savannah Training Institute as a Consultant and Teacher for Tourism business and Management. Also an active member of AWOTTA. (Association of Women of Tourism in Tanzania).

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Isabel Paulino holds a PhD in Tourism from the University of Girona. Since 2015 she has been a Predoctoral Researcher (2015-2018) and Assistant Professor (2018-2022) for the Department of Organization, Business Management and Product Design at the University of Girona. During this period, she has also carried out research stays at Rovira & Virgili University and Sheffield Hallam University. Before entering into academia, she had worked for 11 years in the public and private management of tourism, both as a manager in local DMO, as a consultant of cultural tourism and in hotels and restaurants. This previous experience gives her a holistic perspective of the tourism sector that she currently applies in her teaching and research. As a member of the consolidated research group of the UdG 'Organizational Networks in Tourism' (ONIT) and the Research Institute in Tourism (INSETUR), Dr Paulino carries out research related to the planning and management of tourist destinations from the point of view of consumption and has participated in a series of projects of regional and European interest. She has experience in projects for the geographical mobility of tourists, analysis of relational social networks of tourist agents, development of cultural tourism products, management of cultural facilities, marketing of cultural tourism products, planning of regional tourist destinations and governance of Biosphere Reserves and cultural sites. Recently, she won a Postdoctoral position which allows her to integrate as a researcher in the Faculty of Tourism and Geography of the University Rovira & Virgili for two years, where she is starting a new research line linked to the resilience of tourism destinations as complex systems. She is currently an active young researcher with 11 publications, 5 in JCR-SCOPUS indexed journals and others on the way.

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Leandro Pessina is an Italian DkIT postgraduate student funded by the Irish Research Council, under the supervision of Dr Daithí Kearney (DkIT) and Dr Ioannis Tsioulakis (QUB). A geographer with a keen interest in music, here in Dundalk he has the opportunity to approach and combine music, geography, ethnography and tourism studies. The aim of his research is to provide and realise a model for music tourism enhancement in Co. Louth. Leandro is currently finishing his first year of research, and this has been mainly spent between desk research (literature review) and field experiences, attending festivals, concerts, sessions, rehearsals and workshops.

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Susann is a researcher with a practitioner background. After managing the World Travel & Tourism Council's sustainable tourism programme for several years, Susann gained a PhD in 'ethics and entrepreneurship' from the University of Surrey, where she then held a post as a Lecturer in Business Ethics. Susann now works as a lecturer and researcher at Ulster University Business School, where she is also the faculty's Sustainability Lead. Her research interests combine ethics, entrepreneurship and tourism - often applying an environmental ethics lens paired with environmental psychology. She has published widely in leading academic journals and presented globally on these research areas. She's currently supervising PhD research on post-growth business models, sustainable rural tourism development and user-centred pro-environmental behaviour change.

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Chiara Rabbiosi is Associate Professor in Economic and Political Geography at the University of Padova. Her research interests address the social and spatial dimensions of mobilities, including tourism mobilities, cultural heritage and place branding. At the University of Padova she is an active member of the MoHu and MobiLab centres at the DiSSGeA, and she teaches on the Masters in Local Development and in Mobility Studies. She is currently working on tourist spatial imaginations of Europe, and how Europeanisation is created through experiences of tourist mobilities, and on the transit of tourism (including walking and multi-modal transport), aimed at understanding tourist transportation in an embodied and performative way. She has also recently explored walking and video-making as teaching methods, and is currently considering these experiences as mobilities pedagogies. Chiara likes to alternate her scientific writing between Italian and English. She has published in diverse international academic journals including Annals of Tourism Research; Tourist Studies; Cultural Geographies; Gender, Place and Culture; Journal of Consumer Culture.

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Dr. Alexis Saveriades is a tenured Assistant Professor in the Department of Hotel and Tourism Management, Faculty of Management and Economics, at the Cyprus University of Technology. Dr. Saveriades is a University of Surrey (UK) graduate (B.Sc., M.Sc., Ph.D.) in the fields of Tourism Planning and Development. Under a Fulbright Commission Scholarship, he also studied in the field of Strategic Management at Cornell University in the US. Dr. Saveriades enjoys extensive teaching experience (26 years) at undergraduate and postgraduate level in the fields of Hospitality and Tourism, in leading private and public tertiary education institutions in Cyprus and Greece as well as holds extensive experience in curriculum design, curriculum evaluation and in managing educational organisations. Dr. Saveriades served for 8 years from the position of Member and Vice Chairman of the Board of Directors of the Cyprus Tourism Organisation (CTO) where he was actively involved in strategic planning and policy formulation for the development of Tourism in Cyprus. In March 2010 he was appointed to head the National Strategic Plan for Tourism for the period 2011-2015. Additionally, he was actively involved in the setting up of the Cyprus Convention Bureau, the advisory board of which he chaired during its initial three years of operation. Dr. Saveriades also served (2009-2015) on the Board of the Cyprus Hotel Managers Association and on the Board of the 'Cyprus Association for Cultural and Special Interest Tourism. His research activities and subsequently his publications focus on policy formulation and strategic planning for the development of tourism with emphasis on Island economies, the impacts emanating from tourism development with particular emphasis in the social dimension of these impacts, as well as in sustainable and alternative forms of tourism development, and tourism carrying capacity.

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Dr Marco Scholtz is an experienced tourism researcher, originally from the North-West University in South Africa and now working at the Thomas More University of Applied Sciences in Belgium. His main research focusses included social impacts studies and travel motives, but he has recently started branching his research into issues of accessibility in tourism as well as cultural heritage tourism.

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MaryRose Stafford is the Executive Head of School of Business, Computing & Humanities in the MTU. Her qualifications include a Higher Diploma in Hotel and Catering Management, a BSc in Management, a MBus in Tourism and a post graduate diploma in Education. She has gained 15 years in international

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Jennifer is an Assistant Lecturer with Technological University Dublin, in the School of Hospitality Management and Tourism, College of Arts and Tourism. Jennifer is currently pursuing her PhD qualification through TU Dublin. She lectures primarily in tourism and marketing in the hospitality, tourism, leisure and events area. Jennifer teaches modules on sustainable tourism futures, tourism policy planning and regulation, tourism and technology, destination marketing, and marketing strategy. Jennifer has undertaken research projects in the field of film tourism for large scale film production studios and has contributed to marketing plans for various tourism businesses at Local Authority and Province level. As well as publishing book chapters and conference papers in 2021/22, Jennifer has been appointed to the Editorial Advisory Board for the Journal of Tourism Futures.

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Joe Tierney, BSc; MA; MSc – Is a PhD researcher at TU Dublin, School of Hospitality, Management and Tourism under the supervision of Dr. Catherine Gorman. Joe's research involves an 'exploration of the motivations of older adults that engage in outdoor adventure activities', specifically, scuba divers, hill walkers and sea swimmers. From a theoretical perspective, this research draws on studies from the disciplines of sociology, gerontology, motivation theory, outdoor adventure, active ageing, tourism research and research concerned with leisure time physical activity (LTPA). As an advocate for outdoor adventure activity and the physical, social, and mental health benefits to be garnered from participation in outdoor adventure, Joe recognises the importance of demonstrating this through research. Outdoor adventure has the potential to impact on the wellbeing, health and quality of life of older adults. From a socioeconomic perspective It is vital dispel some of the myths around ageing, promote active ageing and to normalise older adults' engagement in outdoor adventure.

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Abstracts Keynote Speakers

How Different will Tourism be in 2022 and beyond?

Stroma Cole

As the war in Ukraine continues and with it continuing economic uncertainty, making predictions about global tourism is not easy. However, we are entering an era of Post-Covid and plenty of navel gazing for the tourism industry. An examination of consumer trend surveys shows some levels of predictable similarity: A desire for the outdoors, more off the beaten track adventures, active travel, longer trips, increased authenticity with local experiences and a desire for ethical and sustainable travel (Exodus 2019, Expedia 2022). But how many of these are actually new? And will any of them deal with the problems we must confront: Tourism's interconnection with Climate Change, Over-tourism, and economic vulnerability brought about by exploitative extractive tourism models and over dependence on tourism. Where there is evidence of shifting consumer preferences e.g. flight shame how will this be reconciled with the need for taking holidays and the increased desire for value for money?

Further digitalisation, more use of technology, increased prospects for robots, and increased technological innovation has been speeded up across all sectors of the industry as a consequence of the pandemic (Zeng et al 2020). But what does increased digitalisation mean for tourism employment? It is predicted that one-quarter of the hospitality jobs in the USA, will be automated by the 2030s (Bowen & Morosan, 2018) and that spells negative consequences for gender equality - increasing the gender gap (Segovia-Perez et al 2019, Figueroa-Dominec et al 2020)

I will explore some of the industry predictions and uncover some of the industry "washing" that is taking place. My critical and gendered lens will ask what matters now for global tourism. While we can observe the growing socio-economic gaps and consider the consequences for tourism, what will shape tourism futures after 2022's pent up demand is spent? The pandemic has made us more health conscious, changed the way we work, and increased our appreciation of quality time with family but how will these changes impact on travel choice?

They are many good, well-rehearsed reasons that tourism must change which have been laid bare by Covid-19 including the fragility, precarity, vulnerability and thus disempowerment and social immobility of women working in the industry (Lopes et al 2021, Albasud 2021, Abellan 2021); climate change will result in multiple climate hazards will occur simultaneously, resulting in compounding overall risk and risk cascading across sectors and regions (IPCC, 2022), including the availability of fresh water in destinations (ITP 2018). Many academics predicted or hoped tourism would change, reset, build forward better, after the pandemic (Fletcher et al 2021, Chassagne and Everingham 2021, Bianchi 2021, Higgins -Desboilles et al 2021, Jamal and Higham, 2021), but will it? My keynote will take a critical eye to the changes that are, and are not, taking place and consider some of the consequences.

Revisiting Organization and Employment Models for the Millennial Workforce

Michael Morley

New approaches to organizing, coupled with far-reaching opportunities made possible with digitalization, are changing the nature of where, when and how we work. These developments, in combination, are provoking questions about our traditional dominant logic of organizing and

managing. Accompanying these structural changes is an on-going discourse about workforce generational differences vested in perceived value, attitudinal and behavioral shifts. As the millennial workforce grows, so too does interest in, and demand for, new models of organization and employment. This presentation will explore some of the contours of these emerging forms and the evidence on generational preferences around work and the work-life interface, along with some of their consequences for contemporary human resource management.

Whose Wellness is it Anyway? Responsibility and Restoration in a Post-Covid World

Melanie Kay Smith

This talk explores the relationship between sustainability, wellness and tourist responsibility in a post-COVID world. Even though travel makes people happier, at least in the short term, it is largely a middle-class privilege and is likely to stay that way with rising living and fuel costs. On the other hand, tourism has often been promoted as a basic human right and the growth of interest in social tourism suggests that it should be made accessible to a broader range of people. The debate is complicated further by the contradictions inherent in discourse about sustainability, where the negative environmental impacts clearly outweigh the positive ones, but the same cannot be said about economic benefits, especially in communities which have become dependent on tourism. Buying locally and travelling domestically may be detrimental to those communities that rely on tourism for their livelihood. But how far is it possible to take care of both tourists' and locals' wellbeing in one destination given the challenges of overtourism pre-COVID?

The talk covers issues of guilt and sacrifice on the part of consumers. How much are we prepared to sacrifice to create a more sustainable tourism industry and are we right to forgo travel altogether? Are we really ready to forget the travel bucket lists and 'must-see' wonders of the world in favour of staycations or other leisure pursuits? Travel is important for happiness, so how can we develop a world in which happiness and sustainability are inextricably connected? Research already shows that happy societies are generally more sustainable and that sustainability enhances happiness. However, it has been argued by some authors that only eudaimonic forms of happiness are sustainable.

The latter part of the talk moves onto the wellness tourism sector, making the distinction between forms of tourism that afford eudaimonic as opposed to hedonic experiences. Implicit in such experiences are the notions of self-development of individuals, regeneration and transformation. The example is given of retreat-based tourism where tourists actively seek self-development and improvement. The final part of the talk envisages a wellness tourist's journey from which he or she emerges regenerated and ready to contribute to society, provide stewardship for nature and potentially change the world. Three imagined scenarios are also presented for the decades to come.

Abstracts

Silence, Awareness through Teaching: an example in Tourism Studies

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New global contexts, more complex markets, the difficulty of managing modern life (living in huge cities, far from Nature, the increase of digital technology, social media and metaverse, living indoor...) have important implications, such as stress, anxiety or depression, to mention some (Wong & Bowers, 2019). Society is becoming noisier; and such noise increase the proliferation of new pathologies dealing mostly with mental health (Geravandi et al, 2015; Bronzat, 2002).

To succeed in the new challenges society is facing nowadays, wellbeing and creativity need to be developed. Wellbeing is very useful to increase resilience, managing of thoughts and emotions, focus and decision-making (Armitage et al., 2012; Banerjee et al., 2016); and creativity, to adapt to whatever situation, and contribute with new solutions (Metzl & Morrell, 2008). The essence of both wellbeing and creativity is Silence (Gillam, 2018; Pfeifer & Wittmann, 2020).

Today is not easy to find Silence. From the Institute of Silence we have created a new methodology named Awareness Through Innovation (ATI), based on the powerful characteristics of Silence to develop wellbeing and creativity and focus it to our personal and professional life.

The main aim of this research is to present how ATI methodology is able to develop the necessary wellbeing and creativity to succeed and innovate at the same time to prepare ourselves to live in such an uncertainty and challenging society. This methodology is applied in the University of Girona, in the course "Mindful Workshop" in the Bachelor degrees in Tourism and in Advertising and Public Relations and in the postgraduate course "Tourism and Conscience". The methodology is based in the theories of transformation teaching (Fazio-Griffith & Ballard, 2016) that have been applied to the tourism education field (Pritchard, Morgan & Ateljevic, 2011; Stone & Duffy, 2015; Förster, Zimmermann & Maldec, 2019).

The course "Mindful Workshop" was first developed in the academic year 2019-2020, in the second semester, and it was hard impacted by the lockdown and the need to move to online education. After this, it has been performed every academic year.

The learning goals of the course are the following:

- To evaluate one's own activity and one's own learning and elaborate strategies for its improvement
- To prevent and resolve problems, conflicts and make decisions
- To use ingenuity and creativity to find appropriate solutions to unprecedented problems

Some of the tools used in classroom are based on the concept of learning by doing and combines sessions at the University with activities outdoor. The assessment is based on student participation and implication in the different activities and they are required to elaborate

a course assignment based on the design of a proposal of their lives based on the contents of the course.

A part from presenting the teaching methodology, the learning objectives, the assessment and the main achievements of the course, we will be able to compare results from three different groups of students (around 30 students per course).

Creating Safe Spaces: Exploring the LGBTQ+ communities experience of ally inclusion at LGBTQ+ safe spaces in the UK

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With the wider acceptance of queer culture and the LGBTQ+ communities, there are still questions regarding ally inclusion within in LGBTQ+ spaces. Feldkamp (2016) discusses that an LGBTQ+ ally can be someone who actively respects 'queer spaces', and sets out to normalise and advocate for those who identify as LGBTQ+. This study builds on the existing research carried out and published, which has explored the recent phenomenon of drag culture and the changing dynamic of audience members attending these events (Baxter et al., 2021). Casey (2004) research stated that heterosexual women tended to attend LGBTQ+ spaces and venues due to their relationships with gay men. Baxter et al. (2021) also supported this, with their research stating that drag culture is also a catalyst that has contributed to a rise in allies, specifically heterosexual females, attending LGBTQ+ and queer spaces. Moreover, their research also found that heterosexual men are now often in attendance at these venues. Thus, evidencing a growth of allies attending spaces and venues traditionally established for the LGBTQ+ community. These LGBTQ+ spaces have been created to support well-being and provide an environment where the community can celebrate free from prejudice (Baxter et al., 2021). There is a concerted need to explore the effect of the changing audiences attending these spaces and identify the implications it may have on the LGBTQ+ community. As society's understanding of LGBTQ+ evolves and queer spaces become more diverse, it is important now, more than ever, to better understand what the LGBTQ+ community understand as a safe space and explore their views and experiences of allies attending these safe spaces. The overall aim of this research is to explore the LGBTQ+ community's experience of cis-gendered attendees occupying LGBTQ+ safe spaces in the UK. The following objectives to meet the overall aim of the study have been identified: 1. To establish an understanding of the LGBTQ+ safe spaces and the perceived implications of cis-gendered persons attending LGBTQ+ spaces and venues through a critical literature review. 2. To explore the LGBTQ+ community in the UK's understanding of safe space and what they consider a safe space through an online qualitative survey. 3. To understand the views of cis-gender persons attending LGBTQ+ safe spaces through an online qualitative survey. 4. To critically evaluate the experiences of the LGBTQ+ community who have experienced cis-gender persons attending LGBTQ+ spaces in the UK applied using a critical incident technique (CIT). The research applies a 2-stage data collection process, stage 1- is an online qualitative survey. Stage 2- is the use of CIT, this stage of the study has been carried out in key locations where access to participants allowed for a representative sample beyond Scotland. This survey has comprised of 15 questions and has

had over 500 responses. The CIT is the innovative element of this study, as it has yet to be used as a data collection tool for a study in this area of research as it tends to be used in health and medical research.

Indigenous Storytelling in Tourism: Augmenting a New Reality for Intangible Cultural Heritage

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In an increasingly fast-paced world, many societies are rapidly losing their intangible cultural heritage (ICH) also known as their living cultural heritage. This situation has been further exacerbated by the negative effects of the increasingly invasive global tourism industry, an impact which is often seen as disruptive, if not destructive, sometimes leading to the loss of identity and social cohesion among host communities. One example of a rapidly disappearing form of ICH is indigenous storytelling. This is an integral element of virtually every culture on earth as it sustains a community's heritage while also validating its traditional experiences and epistemologies. Although cultures are not static and need to adapt to their constantly changing environments in order to survive, there remains a need to develop innovative tools to ensure cultural preservation as the risk of cultural extinction is a stark reality. In light of this, a range of methods are being developed to preserve and conserve these cultures and their heritage. These include the documenting of languages and oral histories, restoring and 3-dimensional reconstruction of cultural artefacts, and declaring World Heritage Sites. However, transcribing a story to be documented and kept in an archive, often hidden away, does not adequately replace or compensate for the real and authentic experience of hearing an indigenous story being told by indigenous peoples. The question therefore arises as to how technology can be used to preserve the intangible aspects of culture, such as storytelling? Storytelling, in its many forms, is also an integral component of the tourist experience. Therefore, for the sake of broader cultural preservation, as well as the sustaining of quality tourist experiences, these stories need to be preserved. As such, this paper proposes the merging of two concepts that span the existence of humanity – storytelling, a practice as old as time; and digitisation, a relatively new concept. More specifically, it is proposed that Augmented Reality (AR) can be used for the digitisation of this ancient practice. This has a dual purpose of preservation of an invaluable cultural element and the provision of a digitally enhanced tourist experience, so crucial to increased competitiveness. Therefore, this paper will use a netnographic methodology, which seeks to analyse the interaction between this traditional method of communication and its more contemporary digital counterpart. Through the use of case studies on digital storytelling from across the globe, this paper also seeks to ascertain the prevalence, suitability and or transferability, as well as best practices of the use of AR for the preservation of indigenous storytelling, specifically pertaining to the San/Bushmen (such as the !Xun, N|ng, and Khwe peoples of southern Africa).

Remodelling the model: Developing resilience within South African domestic tourism

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The novel coronavirus pandemic brought the modern global order, and travel as we know it, to a complete standstill. According to the United Nations World Tourism Organization (UNWTO) as well as the African Union (AU) there is much evidence to suggest that the impact and recovery from the COVID-19 pandemic will be unprecedented, and that this recovery will be both different and transformative for the collective tourism industry. This is particularly evident from a product (supply) point of view given the renewed attempts to increase tourists (demand) to destinations, attractions and sites within the context of the travel restrictions imposed throughout both the global North and global South. While it is difficult to speculate at this stage what precisely the long-term aftermath of COVID-19 will be on the travel industry, now more than ever, government authorities, private entities, grassroots communities, non-governmental stakeholders and tourism academia need to reconsider the “shape” and “form” of the tourism product in order to revive this ailing industry. This paper sets forth that COVID-19 has inevitably become the catalyst to compel the tourism domain to reconsider, redefine, reimagine, reignite and reinvigorate the sector in ways which have not been conceived of before. In essence, this amounts to the “remodelling” – in other words radically changing, altering and transmuting – tourism in a fundamental manner. Moreover, from a practical point of view, there is a general global consensus that the “restarting” of tourism within this global COVID-19 crisis, given the various lockdown constraints and institutional regulations, will turn initially to the local domestic tourism domain as the starting point. The key concern of this paper is to demonstrate a manner in which the product can be remodelled within a COVID-19 environment as a contingency plan. While the general focus has been on the domestic tourism sector, this paper presents the research on a newly devised novel approach to revitalize and transform the actual product to be more resilient within the local domestic domain. This remodelling honed in on stimulating the development of a tourism product that takes into account other dimensions that were not formerly or conventionally regarded as part of the tourism offering. By focussing on the history of the modelling of tourism and the projected discourse of domestic tourism this paper argues that one can remodel the supply in order to have a knock-on effect in terms of demand at a local level in order to resuscitate tourism. It is within this local travel sphere, and by way of a bottom-up case study-based research approach, using a region in South Africa, that a conceptual framework was formulated, developed, and illustrated to sustainably remodel domestic tourism model.

Sustainability practices and placemaking: the case of ‘Bons Sons’ festival

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This study explores how sustainability practices became established and got (dis)continued in the context of Bons Sons, a community-based festival in a village in the interior of Portugal Festival, in Portugal. This study helps to understand how festivals are key social practices, which can leverage socio-cultural inclusion, strengthen solidarity within communities, and promote well-being and sustainability practices going beyond the festival itself. Theories of practice (Schatzki, 2003 and Shove et al, 2012) were used to substantiate the discussion about sustainability as a social practice. Regarding the methodological aspects, an ethnomethodologic approach was followed (Bispo and Godoy, 2014; Almeida and Wanderley, 2020). Participant observation (the researcher was a volunteer at the festival), and interviews with the members of the community and organizers was complemented with secondary data using published materials in newspapers, magazines and online. The resulting data was analyzed in an exploratory interpretative way resulting in the following sustainability practices: a) environmental – eco-awareness, re-use, reduce and recycle; b) economic - branding, placemaking, associativism; c) social - sense of freedom, community spirit, active aging. The study goes to the encounter of the need of deepening the understanding of festivals and social sustainability (Mair and Smith 2021). The case of Bons Sons shows that most practices are ongoing, some are in formation and one in discontinuity. Thus, the festival has a consistent base of practices aimed at sustainability, helping to answer the question: If practices can actually lead to sustainability, how do they become established, get continued and conquer adepts who promulgate them? The outcome of the analysis reinforces the argument that the discussion about sustainability in society does need to include the debate about local identity and consider daily life. Only then we can have a sustainable pathway with festivals and events contributing to sustainable placemaking and overall well-being.

Covid-19 and Tourist confidence improvement: Lessons from all-inclusive hotels

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The Covid-19 outbreak has adversely impacted the hotel industry (Lin and Chen, 2022). Tourists are apprehensive of hotel facilities' hygiene and safety measures during the pandemic (Magano et al., 2021). In an effort to support hoteliers in improving tourist confidence amidst the on-going pandemic, a netnographic approach was adopted to investigate all-inclusive hotels' Covid-19 measures and practices from the tourist perspective. 285 TripAdvisor reviews were collected and analyzed. The content analysis approach revealed that food practices, sanitary conditions, and the hotel's Covid-19 policies matter to tourists staying in all-inclusive hotels during the pandemic. Although such good practices as the availability of masks, hand-sanitizing facilities, and sound Covid-19 policies were reported, the findings shed light on the necessity for all-inclusive hotels to improve some food practices and sanitary conditions for regaining tourist confidence in the service quality at the time of (post) pandemic.

Sustainable tourism in rural areas through participatory governance of intangible heritage: 'Els Raïers de la Pobla de Segur'

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The intangible heritage in rural areas is considered to be at a conservation risk due to the gradual depopulation (Vergara-Muñoz & Martínez-Monedero, 2019). Parallel to this the UNESCO declaration of World Intangible Heritage have increased significantly in recent years. This declaration involves an activation of the tourism phenomena, which is perceived as an activity capable to contributing to the renaissance of rural areas through the creation of new richness and employment sources also enhancing the traditional values of rural life (Flores Ruiz & Barroso González, 2012). However, there is an unsolved debate of how intangible heritage should be protected and developed to maintain a balance between the dimensions that compose the economic, social, and environmental sustainability and avoid the theatricalization linked to over-tourism. Local community is considered an essential stakeholder in rural areas for

their moderating role in the sustainable development of tourism (Monterrubbio Cordero, 2009). Despite this, public authorities usually to plan, rule, and manage intangible heritage without a direct dialogue with their inhabitants, thus, without a source of knowledge of their issues and demands (Cánoves Valiente et al., 2006). Moreover, only few studies address the topic of participatory governance in the field of heritage, focusing either on the concept such as “An integrated approach to cultural heritage” (Council of Europe, 2018), or on case studies where participatory governance has organically developed (Innocenti, 2016; Alonso-González; 2018). Thus, there is a lack of research on the methodological approach in tourism heritage management and his application to intangible heritage. To fill this gap, this study aims to explore the feasibility of an innovative model of governance based on bottom-up participatory processes for the management of intangible heritage in a rural destination (Robertson, 2016), to allow both, the development of sustainable tourism and the revalorization for the local population of an existing intangible heritage. This model stands out by the active participation of civil society in decision-making to achieve an equitable and effective tourism management of intangible heritage. To this end, a methodological approach based on participant observation, interviews, and discussion groups has been carried out to generate proposals and initiatives which seek the sustainability of tourism and the long-term prevalence of the heritage. The methodology has been implemented in a practical case: Els Raiers de Pobla de Segur, a festivity, with its roots in the ancient timber transport through the river, which has been declared a traditional festival of cultural interest since 2002 and which is a candidate to be declared World Intangible Heritage by UNESCO. The participatory governance resulted in the proposition of points to a higher probability of prevalence and tourism sustainability of the intangible heritage, due to the high engagement in generating development proposals shown by the local community.

The impact of Covid pandemic on innovative tourism development in Lithuania

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The tourism industry is quite vulnerable to economic, ecological or military crises but the impact usually had only regional or local scale. Covid-19 pandemic has influenced the tourism services across the whole world as the number of tourists decreased by 74% in the planet in 2020. Similar decrease was monitored in Northern Europe and Lithuania in 2020 but the revitalization was more moderate in 2021. The international tourism was replaced by the domestic one to some extent, though it has different spatial and temporal character. The share of domestic tourist journeys increased in Europe from 55 till 69 %. (Knezevic et al. 2021) and even up to 76 % in Lithuania. Though changes are evident there is uncertainty how long lasting they will be. The increase of local tourism was evident only in some sectors and in some places, therefore the pandemic changed not only intensity but also structure and spatial patterns of tourism activities, making very polarised impact in different regions. However, the crisis is not only about the decrease of tourism activities but it's also about opportunities for change. It creates opportunities to develop more sustainable and innovative forms of tourism. The paper analyses

the main directions of the development of Lithuania's tourism in the context of Covid-19 pandemic. The changes of accommodation service network and development of other incoming tourism activities under challenging conditions are being discussed. Special attention to innovative decisions by tourism enterprises concerning development of more sustainable tourism is paid. The first part of the paper is based on secondary statistical data analysis, which seeks to identify major trends of development of tourism activities. Then the primary data received by questioning of tourism business enterprises and tourism information centers has helped to reveal the most important challenges tourism companies were facing. It also revealed innovative decisions taken in order to adapt. Apart from negative consequences, the pandemic may result in creation of more resilient and sustainable tourism sector than the one we had in 2019. This paper presents results of the research project, which has received funding from European Regional Development Fund (project No [01.2.2-LMT-K-718]) under grant agreement with the Research Council of Lithuania (LMTLT). Funded as European Union's measure in response to Covid-19 pandemic.

Effects of tourist misbehaviours on other tourists' overall holiday experiences: a cognitive appraisal theory perspective

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Tourist experiences offer anomalous and complex interactions amongst tourists and tourism destinations. Tourist memories are central to this study of the tourist experiences. This research utilised cognitive appraisal theory to delineate tourists evaluative process having encountered another tourist misbehaviour while on holidays. Using the 'lived experience' to explore this phenomenon by asking tourists to recall, describe and interpret the structures of their experience having encountered a Tourist Misbehaviour Incident (TMBI). Academic literature on misbehaviour has to date received limited attention in the context of tourism; despite the potential consequences of TMBIs in a shared tourism environment. This is further exacerbated by the absence of negative emotions since holiday experiences are considered as a set of positive experiential processes. Moreover, literature remains blurred concerning how tourists might react to other tourists' misbehaviour through an explicit set of cognitions and emotions; and how encountering these incidents affects their holiday experience. The current research addresses this gap by examining the effect of tourist misbehaviours incidents (TMBIs) on other tourists' overall holiday experiences. The study utilised appraisal theory to interpret tourists' underlying psychological response mechanisms to TMBIs while on holidays. A total of 25 semi-structured interviews reveal the cognitive, emotional and behavioural reactions towards indexed TMBIs they encountered while on holidays. A hermeneutic framework was invaluable for this research since it allowed the researcher to move beyond a descriptive account of tourists' experiences, to explore the meanings they assign to those experiences. Therefore, a hybrid approach of inductive and deductive template analysis was created allowing for the tenets of appraisal and integrated threat theories. The findings revealed that isolated individual misbehaviours referred to as 'low level hassles' were dominant among the tourists interviewed. These include, noise, sun lounger disputes, drunkenness, general anti-social behaviour and general demeanour. Findings suggest that tourists go through a systematic evaluative process of cognitive/situational appraisal (e.g., goal congruence and relevance) and secondary appraisal (e.g., perceptions and emotions), which results in the development of coping behaviours (e.g.,

overt and covert coping). Cognitions indicated that participants immediately identify with in-group tourists based on prejudicial perception and 'otherness'. Participants sought to attribute blame and identified three key observations; these included controlled environments, powerlessness due to lack social fabric and alleged betrayal by the destination. A triad of negative emotions fear, anger and shame prevailed amongst tourists; these negative emotions elicited covert and overt coping simultaneous. Finally, an incident coping continuum for the investigation of tourists coping strategies to TMBIs is proposed and explained. Arguably all quadrant of the grid is important; however, the tourist group to watch are those that overtly cope when they return home, tourists who take to social media require monitoring when out of sight. The study proposes that TMBIs leads to 'otherness' thus ethnocentrism; where TMBIs provided specific conditions, which led to in-group identification and subsequent outgroup resentment. Out of the four components postulated by Negative this theory, realistic threats, symbolic threats and intergroup anxiety are dominant constructors of residents' prejudicial attitudes towards tourists. The current study has a mix of theoretical significance, along with practical and methodological implications were also identified. This approach advances the understanding of tourists' psychological appraisal having encountered TMBIs in a share tourism environment. Findings of this study provide meaningful insights into tourists varying overt and covert coping strategies (e.g., loyalty intentions, negative word-of-mouth (WOM), avoidance, etc.) upon facing TMBIs while on holidays. Destination travel managers (e.g., resorts, airplanes, restaurants, hotels, theme parks) can develop preventive or corrective approaches accordingly.

Development, Opportunities, and Implications: Experiences of Instructors behind a Coastal and Maritime Tourism MOOC

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The impact of Covid-19 also forced the teaching environment worldwide online. This had many benefits and challenges however, it did enable many teachers to upskill and become aware of the ability to deliver education online and the variety of tools and platforms in existence to enable online learning. The New York Times jumped on the Massive Open Online Course (MOOC) bandwagon almost ten years ago, declaring 2012 as the 'Year of the MOOC' (Pappano, 2012). From the original MOOC and a couple of thousand students in 2008 (Klobas, Macintosh, & Murphy, 2014), by the end of 2021 over 220m learners had signed up for a MOOC and over 950 universities offered 19.4 thousand MOOCs (Shah, 2022). Massive Open Online Courses (MOOCs) continue to evolve and grow exponentially as alternative and innovative methods of online learning. Traditional teaching and learning have been shifted from a physical learning world to an e-learning environment as a result of internet advancement, and heavy usage of social media such as Facebook, Twitter, Instagram and WeChat. MOOCs have been developed at both undergraduate and postgraduate levels by leading universities in the world. As a result of MOOCs development, students from all over the world can take courses offered

by leading universities at any time and their own pace without coming to the classroom. The learning market includes students from many countries of the world studying online which provides completely different experiences and group dynamics of learning among students. All these developments have revolutionary implications for the university admission policy, student development strategies, staff and resource deployment, and ongoing quality assurance which has been in place for a few decades. During the presentation, we will share our experiences in developing and running this alternative way of learning model during the digital age in Coastal and Maritime Tourism. The Erasmus+ Programme consists of 5 partner Higher Education Institutes. The online Mooc aligns higher education better to the needs and opportunities of the CMT sector, since investing in people is a condition for its sustainable and competitive growth. The project stimulates the regional economy and the creation and maintenance of jobs in coastal communities. The presentation will focus on Sector-Specific Skills Development In Coastal And Maritime Tourism. We will also share with you the challenges and opportunities brought by the MOOC. To date, the main results of the Erasmus project to date include occupational profiles for the three key occupations in CMT with descriptions of the knowledge, skills and competencies. A curriculum for coastal and maritime tourism – four courses – 5 ECTS credits each and eLearning opportunities and Open Educational Resources (OER) for the curriculum.

Roles of social capitals in tourism crisis resilience in Tanjung Lesung, Indonesia

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This longitudinal study explores the role of social networks in tourism crisis resilience-building by utilizing a photovoice approach integrated with ESRI Survey123 and follow-up interviews. This study focused on a tsunami that struck Pandeglang Regency, Indonesia in December 2018, destroying popular tourist destinations, including Tanjung Lesung areas, and the subsequent impact of COVID-19 in the recovery process. Grounded in the social capital framework and the Participatory Research Action Paradigm (PAR), this study explored how social capital was generated and leveraged by the Tanjung Lesung community in the recovery process. The initial data for this study were gathered in the summer of 2019 by recruiting 20 residents in the Tanjung Lesung areas. Participants used their smartphones to take photos and upload them with their narratives to the ESRI Survey123 site over four weeks. A WhatsApp group was created for the project as an interface for communication between participants and researchers. It is noteworthy that post-tsunami marketing efforts were hampered by COVID-19, further complicating recovery efforts. This study was extended to incorporate the impact of COVID-19 in the recovery efforts by conducting follow-up interviews with participants in the summer of 2020 and 2021. Participant-generated photographs and narratives from follow-up interviews reveal the noteworthy roles of social capital in recovering from the tsunami and COVID-19. Results showed the utilization of all three levels of social capital networks - bonding, bridging, and linking. Results also revealed that social capital networks could be useful for destination resilience building. Cognitively, participants still shared positive attitudes in recovering tourism in the area despite the prolonged crisis. The bonding network was facilitated by the cultural practice of Gotong-Royong (mutual help) of cleaning the village, building facilities, etc. Ritualized activities often facilitated information sharing. These areas are predominantly Islamic, so regular prayer sessions are a space to share information and

resources. The community also used their networks with universities and communities nearby that provided tourism-related workshops and training. They also utilized current and newly forged networks to attract the attention of government agencies in the tourism recovery effort, such as engaging in promotional events and activism to reach out to the larger tourism system in the recovery efforts. This method illuminates the pervasiveness of the bonding, bridging, and linking aspects of social capital for tourism resilience building. The photographs showed that the community mobilized its constrained resources and networks and reached out to other entities during this prolonged recovery phase. In this sense, the project was able to visualize the prevalence of social capitals needed to foster destination resilience. Tourism recovery plans should leverage these social capitals. Further study is needed to explore the role of social capital in tourism resilience-building, particularly in prolonged crises.

Learning approaches for Climate Change Resilience in Tourism Destinations

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Climate Change Resilience is a key topic, which has become increasingly important for tourism destinations and tourism businesses. This summary of educational practice presents a suite of three different climate change resilient session topics and learning resources that combine to create a holistic learning approach. The sessions can be taught as part of destination management; tourism business development; managing the tourism environment or other tourism management modules. These session plans form part of the Next Tourism Generation (NTG) Toolkit a comprehensive resource for education and learning providers which includes session plans and skills tools in the section Developing Curricula on the NTG website. The sessions encompass three key climate change education themes including: tourism sector impact on climate change; planning and strategic implementation of climate change reduction actions for tourism businesses; communication methods for staff and guests to reduce carbon emissions. The sessions are currently being developed for academic delivery in the year 2022-2023 and for private sector use by the Wales based Cynnal Cymru, who support business sustainability training. Learning objectives: Session 1: 1. Analyse and assess potential tourism business risks from climate change 2. Analyse and assess how the tourism business contributes to carbon emissions and climate change Key Competencies • Understand how climate change is affecting the international tourism industry and creating business risks • Understand how the tourism industry contributes to climate change via carbon emissions • Evaluate how a tourism business contributes to carbon emissions using a carbon calculator tool Session 2: 1. Analyse and assess how tourism operators can work towards action plans/strategies for zero carbon targets and reduce carbon emissions 2. Identify and develop climate adaptation actions and relevant policies to reduce the negative impacts of climate change upon the business – i.e. floods, heatwaves, increase in temperature, consumer trends and seasonality. Key Competencies • Know how a tourism business can work towards zero carbon targets and the range of options and opportunities available to businesses • Identify what steps need to be developed to ensure climate adaptation actions integrate with company policy and plans Session 3: 1. Explore communication methods and how to monitor messaging to staff and guests/visitors regarding climate change and carbon emissions 2. Learn how to advocate for climate resilience amongst fellow staff colleagues Key Competencies • Produce a communication plan which identifies key communication methods to staff and guests to reduce

carbon emissions • Knowledge of climate change and ability to share information on carbon reduction data to staff and other key achievements within the business The pedagogical approach encompasses 2-3 hour Interactive workshop for each session with EQF Level 5-6 tourism students. However, this is flexible and the session content can be adapted to different module structures and formats within different educational and learning contexts.

A visual semiotic analysis of security issues at events

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In recent times, the event industry has become a target of numerous brutal terror attacks, a global pandemic and war, and it is therefore essential that event organisers identify and address safety concerns and implement measures to manage perceived and potential risks. With particular emphasis on the global pandemic that the world continues to experience, event management industries were forced to close their doors almost overnight. As a result, in October 2020, for the first time in the history of the Irish state the event management industry was specifically recognised in the Irish national budget which provided funding of €50 million to support the live events industry (Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, 2020). However, current realities continue to impose challenges on the events industry and there is a pressing need to address the changing perceptions of security and perceived risk held by attendees towards events. Risk perception is the belief of an individual regarding possible harm or potential of a loss (Fishbein and Ajzen, 1975) with perception considered a subjective conclusion that people preconceive concerning the characteristics and severity of a risk (Fischhoff et al., 1983). Therefore developing risk communication strategies to improve self-protective behavior is relevant (Wang et al., 2019). Perceptions of risk impact the decisions people make and it is such perceptions and misperceptions of risk held by event attendees that underpin this study. This study focuses on event consumers and issues related to their perception of risk when attending events following the Covid-19 crisis. Based on a semiotic analysis of still images, data was collected from 6 focus groups of event consumers to assess the extent to which, if any, attendees' perceptions of security and risk at events are altered by intended projected images and media projected images. To evaluate interactions between the 'signs' (still images) and the 'interpretants' (attendees' perceptions) images were taken from sporting, entertainment and cultural event typologies based on Gwinner's (1997) event types proposed in his 'Image Transfer Theory'. Given the dearth of semiotic analysis in event research, the methodology employed gives a unique insight into event attendees' perceptions of projected event images. Through the lens of COVID-19 preliminary results indicate that security and external risk factors have a major impact on a potential attendees' perception of an event. Findings also suggest that images projected by the media can have a negative influence on the attendees' perception formation and can in turn deter event attendees from attending future events. Given that those who work with crowds depend upon knowledge of crowd behaviour to enhance positive crowd experiences, maintain safety and security, and manage risks, this research will provide both academic and practical benefits to the event management industry. This research will potentially assist event managers in becoming more aware of security and

risk issues and their impact on the attendee experience while informing future studies by contributing practically and theoretically to the growing body of event management research.

PIRATES and the Night Sky

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• **Introduction of learning topic** This case study focuses on learning and teaching dark sky tourism (DST). From an academic perspective, despite acknowledgement of the impacts of tourism, limited studies have considered the 'night sky' as a tourism destination (Blundell, et al., 2020). Dark sky areas offer unique and sustainable tourism experiences, alongside numerous benefits for local communities. The researchers sought to investigate this topic further and secured funding from the Galway-Mayo Institute of Technology (GMIT) [now Atlantic Technological University – ATU] Programme for Integration of Research and Teaching (PIRATE). The research team consisted of a graduate student and lecturer, working together to enhance their learning about this topic and to translate that into a teaching case study to be delivered to industry and students.

• **Key applied theories/Concepts/Models** There is growing interest in Dark Sky Tourism (DST) as skies become the focus of national government and tourism agency policies in Ireland. The Rural Development Policy 2021-2025 has called to "Develop a new Dark Skies Strategy, with a focus on the opportunities this unique blend of tourism and science can create for rural communities" (NPF, 2018). The Tourism Recovery Plan 2020-2023 has also made a clear recommendation for the need to develop tourism in our vast open spaces (TRP, 2020). The call for a National Outdoor Recreation Strategy is also timely for this project and DST should feature in this policy document and Ireland 2040, and this project can be aligned with many of the UN Sustainable Development Goals. Astrotourism (which includes DST) has been categorised as sustainable tourism in which its greatest assets never need maintenance or development (Jacobs et al., 2020).

• **Learning objectives** - To understand existing knowledge, literature and policies relating to DST, particularly in an Irish context. - To make strong connections with the tourism industry, policymakers and other stakeholders, and facilitate knowledge exchange between DST stakeholders. - To carry out primary research with Irish tourism and hospitality businesses who are maximising the potential of DST already. - To identify DST initiatives that have positive social, environmental and economic impact, which can help develop sustainable communities and businesses. - To produce a summary of DST good practice initiatives among Irish tourism and hospitality businesses, that can be shared as a teach tool with the tourism and hospitality industry and students.

• **The pedagogical approach** The project is underpinned by desk-based research to provide the context and offer insights to the opportunities presented by DST in other international locations. The primary research with tourism and hospitality businesses already active in DST offers a useful baseline to support the development of national dark skies policy and to identify how tourism policies can align with the UN SDGs.

• **The Learning Experience** The learning has come from the secondary research and the networking (online and in person) with key players in Ireland and internationally. The project utilised a case study approach to collect examples of good practice, that take the form of a teaching tool for others in the tourism and hospitality industry and students studying those disciplines.

• **Conclusion** This project contributes to an exciting and emergent area in academia

and tourism policy, which is even more relevant and timely post-Covid as destinations refocus on better usage of outdoor spaces. DST is established in some parts of Ireland (Mayo and Kerry in particular) but opportunities exist for other areas, particular rural locations. This project is an example of good practice in learning about the niche topic of DST using a case study approach and how that can be utilised for teaching tourism in higher education. In line with the aim of the PIRATE project, this research activities has generated new knowledge, developed talent and translated innovative, applied research to educate students. By disseminating the findings to the tourism and hospitality industry, it is also hoped to enhance the economic, social and cultural wellbeing of the region and beyond.

The day after COVID-19 for Airbnb: crisis management in Lisbon

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This study explores how the COVID-19 crisis has impacted tourism demand and supply of short-term rentals. Particularly, examining the impacts caused by COVID-19 in Airbnb rentals in Lisbon and identifying the crisis-coping strategies and challenges faced by Airbnb owners-managers. A mixed-method approach with spatial and empirical studies was applied. First, monthly longitudinal data from Inside Airbnb listings were analysed to identify the spatial concentration of Airbnb rentals in the pre-crisis and crisis phases. Then, questionnaires were applied to Airbnb's owner-managers during the pandemic to measure the impacts on Airbnb's operation. The results show that Airbnb rentals in Lisbon were harshly impacted by COVID-19, including demand drops, booking cancellations, price adjustments, lay-offs and shutdowns. Furthermore, the results also reveal the different crisis management strategies employed by Airbnb's owner-managers and the challenges they now face in adapting to COVID-19 and bounce back to normalcy. This study contributes to the on-going research on crisis management in coping with pandemics and Airbnb's sector response to COVID-19, providing insights into how Airbnb owner-managers and policy makers can adopt effective crisis-control strategies.

Climate change adaptation in the ski industry – the stakeholders' perceptions

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Climate change presents one of the biggest threats to all spheres of human life with the tourism industry being one of the most easily affected by adverse or not predictable weather. As problems like late snowfall, increased air temperatures and shorter winters are nowadays commonly observed, it is the ski industry that is the most studied tourism subsector in the academic literature in relation to climate change adaptation. The production of artificial snow, the product diversification and the year-round operation are considered to be the most popular adaptation strategies ski resorts already apply. The current study aims to identify the differences between the stakeholders' perceptions towards these adaptation scenarios. Three main stakeholder groups were studied – (1) the tourists, as they represent the demand side, (2) the representatives of the local tourism industry and authorities, i.e. to get the view of the supply side, and (3) the local population – as the adaptation must, above all, be sustainable in order to be successful. Although the views of tourists and industry officials are often researched by academics in the context of climate change adaptation, the local population as a separate group is not well represented in the existing literature. The resort of Pamporovo, Bulgaria, was chosen as a case study for two main reasons – first, it is an established international ski destination, and second – its ski zone is relatively low (1,400-1,930 m), making it more vulnerable to climate change impacts. The methodology included surveying tourists and local population via a questionnaire and interviewing key business and authority representatives in the region. This type of study design allowed for both qualitative and quantitative information to be gathered, therefore for both statistical and content analysis to be conducted. The results revealed that the most popular form of climate change adaptation among all stakeholders was the product diversification, followed by the four-season resort operation. These strategies would offer exciting new experiences to diversify the mature ski industry and would guarantee full employment opportunities. The strategy that is considered most widely applied nowadays, the artificial snow production, is seen by the participants in the survey mainly as a short-term option with a lot of negatives like high resource input and price, environmental damage and low customer satisfaction. While the perceptions of tourists and locals are quite similar, key informants from the business and local authorities often express confronting opinions. They question the diversification strategy as not cost-effective, doubt the mass success of the four-season operations and treat the climate change adaptation simply as business-as-usual required action. Although the study might be considered only as an exploratory one due to sample sizes limitations, it still presents interesting results and insights into a significant topic and can be further developed.

Music Festivals In & Of The Community: The Scoil Samhraidh Willie Clancy Experience

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This research explores the phenomenon of traditional Irish music festivals (TIMFs) and whether they can be considered catalysts for cultural tourism activities. Music has developed ‘from being an adjunct to tourism’ in the 1960s, ‘to occupying a central role as a motivation for travel’ in Ireland in this millennium (Gibson & Connell 2005, p.7). In doing so, music, and specifically TIMFs, offer a basis to develop the tourism experiences with which visitors will engage when they attend. However, despite numerous attempts to establish a music strategy within the Irish tourism offering (Failte Ireland 2014, 2015, 2019), the integration of TIMFs into the cultural tourism framework remains elusive, exhibiting a need for the current study. The research questions ask; What are the stakeholder motivations for creating and engaging with Traditional Irish Music Festivals; How can traditional Irish music festivals become a catalyst for cultural tourism activities? The study draws on music, cultural tourism and Irish studies literature, offering insight into culture, heritage and entertainment as a significant tourism subsector (Deane & Doyle, 1997; Laventhol & Horvath, 1986; McKerrell & Hornabrook, 2018). It places people and motivation at the heart of the tourism process which justifies the focus on motivation alongside cultural tourism. Preliminary observations, interviews with festival organisers and the compilation of a catalogue of TIMFs help to determine a single ethnographic case study of Scoil Samhraidh Willie Clancy (SSWC) as the appropriate research method. Analysing SSWC as a site of study contributes to its recognition, articulation and measurement within the interdisciplinary fields of music, cultural tourism and Irish studies. Pivotal findings demonstrate that TIM can be considered as a hybrid of cultural and creative tourism and also indicate that music is a cultural heritage asset which is consumed by tourists in the form of TIMFs. Conclusions also emerge from field research that illustrate how TIMFs can become a catalyst for the purposes of cultural tourism activities. This study contributes a catalogue of TIMFs. It also contributes to the aforementioned discourses, adding to the literature in an Irish context.

Sustainable Turn or Business as Usual?: Post-Pandemic Tourism Planning in Ireland

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As several observers have noted, the forced pause in global tourism created by the COVID-19 pandemic has created an opportunity for destinations to reimagine tourism as a more sustainable sector (Ateljevic, 2020; Benjamin, et al., 2020; Hall, Scott, and Gössling, 2020; Ioannides and Gyimóthy, 2020;). This call comes immediately following the recent overtourism crisis in many places, where residents pushed back against perceived tourist excesses in their communities, as well as growing recognition of the role the industry plays in contributing to climate change. Ultimately, whether destinations adopt new tourism models is an empirical

question. The Republic of Ireland presents an interesting case in this regard. First, tourism is a major economic activity in the country, drawing some nine million overseas tourists in 2019, accounting for some €5 billion in export earnings. Tourism employs some 265,000 workers – some one in 10 jobs in the country (Fáilte Ireland 2019; ITIC, 2021). Second, even prior to the pandemic there were some signs that Irish tourism officials were beginning to rethink the “the more tourists, the better” model that had predominated for decades. A 2015 government planning document targeted future earnings over arrivals. Three years later, the government ministry responsible for tourism convened a Sustainable Tourism Working Group. This public/private group was charged with studying best practices internationally and making recommendations for applying them to Ireland. This work, however, was put on hold when the pandemic struck, and tourism numbers dropped precipitously. Instead, most policy efforts have gone towards supporting the existing industry and pushing for policies to kick-start overseas tourism numbers at least back to where they were in 2019. Today, in mid-2022, Irish tourism officials face two very different paths moving forward. One is to restart and reinvigorate the existing tourism model that emphasizes arrivals and earnings but has ignored the resulting carbon footprint while causing some overtourism pressures. The other envisions the Republic of Ireland “be amongst the world-leaders in sustainable tourism practices.” (STWG 2021). While the jury is still out, this paper will consider the politics determining the future of the Irish tourism sector through examining government and private sector documents and reports, supplemented with key informant interviews with government and industry officials.

Dancing for myself: reclaiming festivity urban space as narratives of community cultural heritage

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The Barceloneta neighborhood was a traditional fishing area that nowadays is integrated into the city center of Barcelona. Its big transformation came along with the Olympic Games hosted in the city in 1992, the seafront areas being key targets of public investment plans. Since then Barcelona has become a first-level international tourist spot giving rise to gentrification and touristification in the city center. As a result, in the last years a growing number of anti-tourism protests and initiatives have erupted in Barceloneta, the vindictive banners hanging on the balconies of the narrow streets that characterise this charming neighborhood becoming an integral part of the picture. Taking the neighborhood's long-standing popular festival of the Cors Muts (or Silent Choirs) as the main reference, this paper explores the social tensions resulting from the changes in the neighborhood's social composition and the use of the public space by a community festival understood as a cultural heritage of the neighborhood. To do so, this project uses an ethnographic approach and the empirical material includes in-depth interviews and participant observations. For this paper we have selected 8 in-depth interviews of previously preselected profiles and key actors. Due to pandemics, participant observation of the Cors Muts festival was not possible, as it was cancelled in 2020 and 2021. However, three interviews were conducted onsite and two of them included a short walk around the neighborhood with participants showing some key spaces and telling anecdotes about the festival. Also we have developed a deep analysis of secondary sources such as Choir's social networks and neighborhood and city archive files. This paper is framed within a broader research project (FestSpace) that studies the socio-cultural potential of events that take place in the public space

of different European cities. It uses a social anthropology approach, and the qualitative data was collected through a six-months fieldwork (June to December 2021). Fieldwork reveals that the neighbourhood's cultural heritage event is staged through the intensive occupation of the public space, being the festival's *raison d'être*. The choirs claim their right to appropriate much of the neighbourhood's public space during the festival. This view often clashes with the perceptions of tourists and newcomers, who feel attracted by the festive character of the clothing and the body performances, and often try to join the parade. Growing on-site disputes have led the festival's organization and the city council to implement security measures, thus changing the original interactive nature of the festival. This research unveils the rising issues and contradictions between the new and old uses and users of the public space of the Barceloneta neighborhood, the touristification and gentrification process being presented as sources of social conflict.

Social space scene: ephemeral festivity in times of distancing, proposals and legacies

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Discrepancies exist within the definition and delimitation of festival and event spaces, as they are often marked out by spaces' own characteristics; at the same time, spaces are also changing and being shaped by events themselves. From large music concerts held in football stadiums to small park-based festivals or riots occupying major avenues, the event host space has marked and influenced the nature of production, experiences, perceptions and also fostered unique performances. However, what happens when events are no longer able to use these same spaces, in the same ways, as we have seen during the first year of the COVID-19 pandemic? The idea of space as empty, neutral, inherent, objective and permanent can contradict the understanding of space as being its own social construction and social product, therefore is necessary an alternative conceptual framing that approaches spaces of festivity in different veins. In a health emergency frame (characterised by socio-physical distancing), social uncertainty becomes consolidated and activities based on social interaction are prohibited, avoided or transformed. However, major shocks of the sort created by the global COVID-19 pandemic also produce innovative and creative responses creating new experiences, different kinds of social gathering and alternative event spaces. This paper explores different spaces used by festivals and events as well as innovative proposals held during 'pandemic', specially underlining the importance of the social construction of the event space. Some questions arise in observing how event and festival initiatives developed spontaneously by residents, neighbours and other agents strengthened social ties, well being and solidarity (among others) during quarantine in Europe, as well as how they evolve and which kind of legacy it has left. To do so, this project uses an ethnographic approach and the empirical material includes in-depth interviews and participant observations. We have also developed a deep analysis of secondary sources such as social networks and other files. This paper is framed within a broader research project (FestSpace) that studies the socio-cultural potential of events that take place in the public space of different European cities.

An investigation on how effective the human resource management strategies are in achieving customer service excellence within the hotel front office department

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The hospitality industry is distinguishably linked with achieving customer service, and, faced with a competitive industry, there is an increasing amount of Human Resource Management Strategies (HRMS) in order to achieve customer service excellence. However, this research study is focused on the effectiveness of achieving customer service within the hotel front office department using the different HRMS which will precede future research. To follow out this investigation a mixed-method approach was utilised by distributing survey analysis to front office employees within the Só Hotel Group. The Só Hotel Group has a total of 6 hotels located across Ireland in counties Cork, Galway, Limerick, Portlaoise and Westmeath. 18 surveys were fully completed by hotel front office employees within the Só Hotel Group. Furthermore, two semi-structured interviews took place with hotel front office managers within the organisation to get further data on their perceptions of the results gathered from the survey and also allow consideration of each interviewee's contribution to the hospitality industry, specifically, the front office department. Regarding significant research gaps with respect to motivation, training and development, pay satisfaction, employee recruitment, promotion and performance appraisals, resulted in a two-phased research approach. A deductive research approach was used to analyse the key findings gathered from both the surveys and interviews. The results that were gathered from the surveys and interviews indicate that there is a direct relationship between HRMS and achieving customer service excellence within the hotel front office department. Additionally, the findings from both surveys and interviews indicate that effective HRMS achieve customer service excellence within the hotel front office department and some are more applicable than others. Furthermore, the outcome from the interviews agreed with the responses from the surveys that HRMS does achieve customer service excellence and additional HRMS should be applied to the hotel front office department. However, certain responses from the surveys and interviews disagreed with the academic literature, such as internal promotion in order to achieve customer service excellence. The analysis concludes that hotel front office employees within the Só Hotel Group generally hold positive attitudes in participating in the HRMS and exploring additional HRMS. Customer service, pay satisfaction, recruitment and selection and training and development were identified as the main HRMS (Batt and Banerjee, 2012 cited in Jaroslav and Petr, 2019: 300) which have primarily focused on the relationship between hotel front office employees and achieving customer service excellence. Issues that arose from analysing the data gathered and information from the literature review was identified as pay satisfaction as an HRMS to achieve customer service within the hotel front office department. The timeframe of how effective the HRMS remain in place will need further research conducted, as limited information is available on the topic in relation to the hotel front office department.

Developing Tourism Curricula: Bridging the Gap between the Tourism Industry and Educational Provision in Ireland

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While there is a growing literature on tourism and hospitality education, skills and employment related issues, relatively little consideration has been paid to skills and curriculum development. This is particularly evident in relation to the Irish tourism and hospitality industry. Skills in tourism are highly valued by industry and the educational provision of these skills is important for the future generation of tourism graduates and employees. The paper reports on some key research undertaken in Ireland for the Next Tourism Generation project. It draws on industry and educational perspectives, including the findings of 33 interviews with tourism employers/practitioners for the NTG Ireland skills report and a focus group with tourism educators from Irish Universities and Institutes of Technology. It provides a summary of the current digital, green and social skills valued most by employers in the Irish tourism industry across the following tourism subsectors: accommodation, food and beverage, visitor attractions, travel agents and tour operators and destination management. It then provides an evaluation of the NTG toolkit from an educational perspective regarding curricula development. Findings highlight the gaps in tourism curricula, valued digital, green and social skills and the usability of NTG session plans and learning resources. Recommendations and the implications of the findings for tourism curriculum development in higher education are discussed.

How do people feel connected to a never-visited place?

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Previous studies on the people-place relationship mostly suggest that attachment is formulated through in-person experience when people travel to an area. Accordingly, such studies confine themselves to the boundaries of geospatial. Beyond that border, this research provides a different lens by asking how and why people might be attached to never-visited places. This research focuses on indirect interaction with places, specifically by watching movies and videos, intending to identify specific emotions audiences experience. It also redefines place attachment formulated through this interaction and questions how people react if places in movies and

videos are in danger of being destroyed or invaded in reality. Three independent focus students groups are invited to three different movie and video screenings, including a commercial movie, a documentary and a travel video. Group discussion right after each movie/video screening is held to collect the data, and then grounded theory and thematic coding are used for data analysis. Results can contribute significantly to extending the theory of place and place attachment and good insights into designing the images of destinations in movies and videos

Machine learning approach for predicting visitor's attachment and behaviors in natural areas

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Studies of environmental psychology in the tourism context often measure place attachment and other place-related factors to predict visitors' behaviours in natural areas (e.g., Ramkissoon et al., 2013; Halpenny, 2010). Nevertheless, more resonant causes, such as what formulates place attachment, still receive little attention. Understanding which antecedents and how they affect attachment may enable a more accurate prediction of behaviors. Therefore, a model is proposed to predict the influence of activity participation, a crucial antecedent elaborated by Dang & Maurer (2021), on formulating place attachment and promoting pro-environmental behaviors of visitors. For a cross-country study, A sample of 1648 observations was collected online from locals and tourists visiting five natural areas in Vietnam and Italy. This empirical research uses supervised machine learning techniques (e.g., decision trees and neural networks) to discover hidden and non-linear relationships among variables under investigation. They are beneficial to characterize the combinations of activity types, time-spend indices and different components of place attachment in determining different levels of visitors' behaviors. In particular, these techniques outperform in analyzing multivariate relationships, allow to model non-linear interdependencies for skewed, multimodal, or categorical data, therefore show many advantages over traditional statistical models (Hastie et al., 2009; Bishop, 1995). Furthermore, the model's generalization is validated in cross-country comparison allowing its wide application in tourism management in numerous natural areas worldwide. Finally, empirical results might promote interdisciplinary research prioritizing artificial intelligence in sustainable tourism research.

Travel intentions and preferences amid the COVID-19 pandemic: the case of Bulgaria

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The paper discusses travel intentions and preferences of Bulgarian residents amid the pandemic as identified in a survey conducted online with 350 participants in April-May 2021. The following aspects of tourist behaviour are subjected to analysis: (1) intended frequency of different types of travel, (2) general travel preferences, and (3) specific preferences regarding the choice of accommodation. Both expected and unexpected findings are presented, with some wide-spread anticipations being challenged in the specific context of a country where general public distrust towards the virus severity was accompanied by a fairly liberal restrictive policy during the pandemic and resulted in tourist behaviour being changed to a relatively slight extent. On the other hand, Bulgaria is among the economically low-performing counties in the EU, meaning that tourist demand there is highly vulnerable to various crises. Results show that people have become more restrained towards all types of travel, mostly abroad and for business. The shift toward domestic tourism is obvious but, in the case of Bulgaria, it is forced by external constraints rather than due to internal factors such as health risk perceptions or patriotic feelings. Clear preferences for individualized tourist consumption in smaller and quieter destinations are out of question. However, in contrast to initial anticipations, the study reveals that 'pure' health-related preferences associated with the level of contamination and vaccination rank relatively low when choosing a destination and accommodation. Of paramount importance for customers is the 'common sense' combination of economic and sanitary factors providing both financial and health safety. Overall arrangement of travel preferences and accommodation choices of Bulgarians differs from results in other countries that show prevailing importance of health-related over economic factors during the pandemic. Yet, in a country where the level of public trust is traditionally low and the spending power is highly vulnerable, it is not surprising that economic considerations outweigh health concerns in travel decision-making even during a global disease outbreak. Associations found in the study refer to age, gender, living with partner and/or kid(s), employment status, sphere of professional activity, and self-reported living standard. Age seems the main determinant of travel intentions and preferences since it is significantly associated with the greatest number of variables. Other socio-demographic factors are not clearly related to intended frequency of travel but do matter in terms of travel preferences. The main limitations of the study refer to the relatively small number of respondents and the non-probability sampling method applied, as well as to the focus on one country and the cross-sectional nature of the study meaning that results are relevant to the specific context of Bulgaria in the spring of 2021. Meanwhile, at the time of writing, travel intentions and preferences are likely to have changed considerably due to various factors, whether related to the pandemic or not. Yet, results complete the empirical data basis and bring insights to a not-so-typical situation during the global coronavirus crisis, thus helping better understand the multifaceted customer reactions, assisting business decisions, and being of both practical and academic interest.

When words are not enough: the trajectory of sense making when analysing qualitative data in a tourism case study

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As qualitative research advocacy in tourism studies has grown (Airey, 2015; Jamal and Hollinshead, 2001; Wilson and Hollinshead, 2015; Wilson et al., 2020), Qualitative Data Analysis Software (QDAS) systems have enhanced the process of analysing gathered data (Woods et al., 2016). While QDAS offers an alternative to time-consuming manual data analysis systems employed to make sense of rich but often ‘messy data’, there is a danger that analysis may be confined to the capabilities of the chosen software and therefore fall short of finding the true meaning in the data (Woods et al., 2016). While some use QDAS systems to assist in data management, others lament the increased use of technology in the data management process, seeing it as detrimental to the development of ideas (Modell and Humphrey, 2008). Researchers highlight that even when providing descriptions of the data management process in either electronic form, few go beyond the written word (Smith, 2004). Even when enhanced by manual coding, enhanced by “coloured pens to indicate potential patterns, or by using ‘post-it’ notes to identify segments of data” (Braun and Clarke, 2006: 89), a focus on words can restrict sense making. To avoid such pitfalls, analysis requires both research knowledge and intuition, as the researchers engage in the art of qualitative data evaluation. This is often easier said than done, as the challenge of data reduction without losing meaning is omnipresent at this stage of a qualitative study. Drawing on Miles and Huberman’s (1994) three stage process of data reduction, this paper focuses on the first two stages of this process; data display and data interpretation/conclusion drawing. Here, a variety of data forms including transcriptions, field notes, memos and visualization tools (Umino and Benson, 2019) including pictures, photographs, artefacts, drawings and doodles can all form part of qualitative data collection. Researcher and participant reports on their feelings, perceptions and impressions offer additional data sources. While vital for the authentic record of socially constructed research, this myriad of sources often create a vast data pool which can be difficult to manage (Harding, 2018). Many point to the active role of the researcher in extracting themes from such data (Braun and Clarke, 2006; Maher et al., 2018; Mottimoe et al., 2021; Silverman, 2017) and we draw on these perspectives in this paper. Drawing on Mason’s 2002 perspective that qualitative research is ‘beyond words’, we propose that researchers need to embrace a multi-level approach to coding in order to successfully make sense of such data. We do not debate the merits and challenges of manual versus electronic data management, rather we provide empirically-explored insights on how one might perform data coding in a holistic way. Drawing in part on visual mapping techniques (Maher et al., 2018), exhibitions are included throughout the paper to provide visual representation of this process. In showing how to perform this activity, we offer called for insight into this stage of the qualitative research process (Braun and Clarke, 2006; Miles and Huberman, 1994; Mottimoe et al., 2021; Silverman, 2017).

Environmental psychology interventions - Do interpretation methods promote sustainable behaviors?

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Sustainability as well as environmentally conscious lifestyles represent important societal issues. Accordingly, the area of promoting sustainable behaviors is also important. To what extent can natural heritage interpretation methods promote sustainable behaviors? In an online survey with 82 participants, an experimental variation was introduced to investigate this question ("conveying information regarding botanical gardens and their importance for sustainability" vs. "inducing emotional involvement"). The dependent variable was the measurement of intention with regard to sustainable behaviors. Both conditions showed a tendency to positively influence the intention, with no significant differences found between the two conditions. Possible reasons for a lack of differential effect of the experimental conditions will be discussed in the presentation.

Sharing accommodation and impact on property prices: Case study from Prague

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This work focuses on short-term rentals, which became popular substitute for hotel accommodation. This particular segment and its impact on the property prices has been frequently discussed in both mass media and the academic research. The aim of this study is to identify whether or not short term rentals have statistically significant impact on the property prices, whose dynamic rise has negative impact on housing affordability and may create rancor towards both the tourists and providers of short term rentals. To fulfill the main research aim, multiple OLS regression model is applied. Results of this method indicate that Airbnb has local impact and contributes to price rise in areas with significant amount of short-term rental supply. On the other hand, model provides no evidence of impact on the whole city of Prague, which was selected as a basis for this study.

Envisioning a sustainable future in the new normal: a transformative, collaborative approach for climate change and tourism

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The last two years, the world experienced a major health crisis and a pause in world economic activities, including tourism. In the wake of the pandemic, measures taken to combat its adverse effects should not be at the expense of long-term environmental goals (Hall et al., 2020). Critical voices alarm also on the need to reflect on the sustainability of tourism practice and not least of tourism scholarship towards transformative approaches considering global environmental challenges (Prideaux et al., 2020; Gretzel et al., 2020). Transformative approaches in research underline the importance of reflection and action, and the integration of theory and practice, and of multiple world views. In this research, we aimed at bringing this experience, embodiment, and new ideas generated during the pandemic into workshops where stakeholders in two destinations in Sweden (Dalarna and Gotland) worked collaboratively to develop a vision and a path to a more sustainable future. We worked with action research and co-design methods to enable a discussion between tourism stakeholders around understandings of tourism development, vulnerability, climate change, and sustainability, and stimulate creativity. As the analysis of the two workshops has shown, tourism stakeholders, envisioned a sustainable future which would not be based on growth but rather on a better distribution of visitors in time and place. Fossil free destinations, diversification (of the product, of distribution channels) to be resilient was also part of their vision, together with an appreciation of the importance of people; people understood as locals, visitors but also employees. Staycations and workcations were also part of a vision to diversify and attain a more sustainable future. The role of nature as a quality-of-life aspect, which also enables togetherness and proximity in staycations was also discussed. We discuss these findings considering transformative research approaches and we reflect on the research process and the method of the collaborative workshops as a customised method to the wide array of transformative codesign research approaches to explore and reimagine alternative futures (Liburd et al., 2020; Duedhal, 2021).

Market trends and the convergence of thermal spas and tourism

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The Pandemic caused a major shift in the structure of the domestic tourism market in Portugal with shifts in the geographical distribution of tourism. A study by Richards & Fernandes (2021) indicates a reduced emphasis on the coast, an increase to the interior of the country and a significant break with previous patterns of cultural consumption. The Portuguese are re-discovering their own country by going to places where they had not gone to before. Furthermore, demographic and lifestyle changes suggest that traditional, static destinations have little appeal. Today's travellers are seeking lasting memories through physical connection, different types of experiences, personal emotional development, the desire for rest and relaxation and an increasing focus on a healthier lifestyle. Thus, there is a need for destinations to develop a new range of skills which go beyond the traditional management of tourism services and which move into the arena of experience development, creativity and innovation (OECD, 2012).

Cohen (2008) suggests that interest in spas emerged and reached a more mature stage as a response to people's desire for wellbeing of wellness, as they become increasingly conscious of their lifestyle and feel responsible for their health. Thermal spas in Northern Portugal have a very long tradition and are generally located in beautiful natural settings, embodied in local culture and heritage. The wellness sector is not well developed, but the region shows tremendous potential to attract visitors seeking a spa and wellness experience, particularly the domestic market. Visitors can receive treatment but also enjoy the region's heritage and cultural practices to meet their demands.

The aim of this study is to explore a much more holistic approach to health and wellness services, adapting the concept map generated from the study by Pyke et al (2016) and apply it to Northern Portugal, followed by the key elements of service innovation as proposed by Verma et al (2008). The concept map identifies the barriers and enablers and the key elements focused on service innovation. Preliminary research was conducted through a review of literature on health, wellness and tourism market trends, paying particular attention to thermal spas. The data collected are derived from existing statistical databases and qualitative field surveys carried out on the premises of the thermal springs. Findings suggest that a general lack of knowledge of emerging consumer trends may be impeding innovations by health and wellness services provided at thermal spas as well as the implementation of an action plan for the creative adaptation and innovation of health and wellness tourism in the region.

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Guest Perception, Familiarity and Awareness of the Sustainability Practices in Hotels in Portugal

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The hospitality sector is capable of creating many impacts for host communities, natural and built environments and the destination as a whole (Nunkoo and Gursoy, 2019). The continued growth of the sector has therefore raised increased concerns in relation to the impacts generated by the demand for hospitality services as a result of such growth (Gardetti and Torres, 2016). As a consequence, a number of challenges in managing the impacts of growth have been revealed. Sustainable approaches to managing and the implementation of sustainable practices have proven to be an efficient resource in not only managing the negative impacts created by tourist and guest demand but also in enhancing the positive outcomes (GSTC, 2016). Due to rising concerns regarding the sustainability of the hospitality sector, a number of efforts have been made within the industry to meet the expectations of guests and other industry stakeholders. The demand for green hotels and green practices has been growing as a result of a global awareness of environmental issues (Gan and Nuli, 2018). However, sustainability is not only build upon environment, but requires also a larger understanding of the economic and sociocultural pillars. Also, green, eco, or sustainable hotels with that mention on their name are many times associated as a factor that increases the overnight rate, leading to a more expensive stay (Tutore and Sorrentino, 2021). The increased value perception is an added value factor which allows hotels to increase their rates. This possibility stands as the consumer who makes a decision to stay in a sustainable hotel does not see the increase price as a liability, but as a way to help the hotel to remain a good place for future generations. Guests have long been viewed as valuable stakeholders in hotels and they have been known to influence the level of engagement shown by organisations to implement sustainability programs. However, at present, there exists a gap in knowledge in relation to the how guests perceive sustainability practices within hotels and their level of familiarity and awareness of sustainability practices within an establishment. This research sets forth to better understand the hotel guests and their perceptions of sustainability practices in hotels specific to Portugal through the adoption of a quantitative questionnaire. The results will offer baseline findings on guest perceptions of sustainable practices and will paint a picture on whether or not sustainability actions play a role in their decision-making process when choosing a hotel to stay. Through understanding hotel guest perceptions and their familiarity and awareness of sustainability practices, hotel managers can make better and more informed decisions when it comes to managing operations and enhancing sustainability performance in Portugal in future. This research may also have implications for destinations outside of Portugal.

Source to Service: A Case for Branding Cork as a Sustainable Food Tourism Destination

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Bulchand-Gidumal (2022) maintain that the COVID-19 pandemic having extensively affected the tourism industry and global food security systems worldwide has also exposed the fragility of islands, such as Ireland, that depend on non-domestic mass market tourism. Due to the social and cultural connotations of food, the identification of the potential role that it plays as being a motivation to visit a geographical region enhances the value proposition of destination marketing approaches. The UNWTO (2016) concurs that the relationship between food and culture has become a major motivation for travellers, making it a great catalyst for sustainable tourism, as gastronomy tourism brings out the most authentic features of destinations. While existing models highlight destinations that brand themselves through food to leverage the tourism product offering it is interesting to note that not all destinations use this type of food tourism as a branding approach. The Cork region in the south of Ireland forms part of the world-renowned Wild Atlantic Way and Irelands Ancient East tourism trails and has an exemplary food offering, however food tourism is not promoted as a primary tourism activity in the region's overall destination branding by the key tourism stakeholders. With Ireland ranked the most food secure country in the world Global Food Security Index (2021) and Cork securing a top 20 place in the Global Destination Sustainability Index (2021) this commendable global recognition facilitates the capability to develop and harness a collaborative sustainable food tourism branding proposition. This research explores the feasibility of branding Cork as a sustainable food tourism destination using a collective approach involving the regional food tourism stakeholders. An extensive review of the existing literature revealed a distinct set of gauges relating to each of the factors affecting food tourism branding for Cork, in consideration of the challenging post-pandemic climate crisis we now need to facilitate across all food tourism offerings. This study applied a post-positivistic qualitative research approach to collect substantive and relevant data from twelve stakeholders in the Cork region. The participants comprised of food producers, regional stakeholders, food tourism groups, restaurateurs and food critiques. The intention was to identify common perspectives to enable development of a collaborative sustainable food tourism proposition for the region. The key findings of this study indicate that food can unequivocally be marketed to assist the Cork region in attracting the much sought-after culinary curious tourist cohort, that desire a unique food experience. The research investigated the food tourism sector regarding its increasing importance to the Cork region, based on the recognition that food is a paramount facet for those seeking a culinary tourist's experience. The findings reveal that Cork has no collective, co-ordinated, food tourism proposition encompassing the region as a whole. This study recommends a robust sustainable food tourism brand could be created for this region, with a more collective and joined-up thinking response alongside appropriate post-pandemic destination branding initiatives.

Mobility infrastructures and the emergence of the short-term city: the management of parking garages in Venice historical center

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The prepandemic unbridled growth of the tourism industry has brought many questions concerning the negative impacts that tourism is having on local communities in several established destinations. Among them, the historical center (HC) of Venice is often considered an emblematic example of what has been called overtourism and a 'worst case scenario' in the tourism planning literature. Overwhelmed by tourists, the city is progressively losing its residential base bringing many to question its future. Recently Salerno and Russo (2020) have argued that the HC of Venice is currently transforming into a short-term city, described as urban areas in which services and infrastructure are reoriented to accommodate the dwelling practices of transient populations like tourists, at the expenses of the traditional stable residents. The emergence of this new urban form has been generally analyzed through the lens of the 'touristification of housing' as the conversion of a substantial part of the housing stock into short-term vacational rentals is considered a critical factor to explain Venice difficulties to retain its traditional residents. This communication aims to integrate this approach by investigating the role that mobility infrastructure, notably parking areas, play in facilitating the transition of Venice's HC into a short-term city. Combining an analysis of the current local regulations and in-depth interviews with local residents, the communication shows that: (i) the current management and regulation of the existing limited stock of parking garages is oriented toward the needs of transient populations that visit the city for different reasons ranging from tourism to work to the detriment of the residents of the HC; (ii) parking is an important additional cost for residents who, when possible, resort to a palette of strategies to limit expenses, often to the detriment of their capability to exit the HC; (iii) the current situation strongly limits the attractiveness of the historical center for new residents as it makes extremely complicated to regularly move outside the HC by car for professional or personal reasons. By doing so, this paper offers new perspectives on the role that mobility infrastructure play in the emergence of the short-term city and on the necessity to integrate them in any strategy aimed at attracting new residents in the HC of Venice.

Niche festivals in a post-pandemic world

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This research project develops new academic theory in relation to the niche tourism area that is "dark tourism festivals". The term dark tourism, also known as "thanatourism", is used to describe touristic activities at sites that are associated with death, disaster and the macabre. Dark tourism sites and activities can be plotted along a dark tourism continuum, ranging from "darkest" to "lightest". My area of research concerns alternative types of festivals, namely dark tourism festivals. On the dark tourism spectrum, these are located at the lighter end, as these festivals are usually not very death- or tragedy-oriented. Instead, dark tourism festivals are

focused on fun and culture, utilising the macabre as an entertainment theme. As part of this study, two niche festivals are researched: the Bram Stoker Festival in Dublin and the Whitby Goth Weekend in the UK. Semi-structured interviews with management, branding agencies, locals and participants are conducted and the researcher also engages in ethnographic research, utilising participant observation at these festivals. Due to the pandemic, the Bram Stoker Festival was cancelled in 2020 and 2021, yet the Whitby Goth Weekend was staged in October 2021 and in April 2022. The researcher conducted primary research at the Whitby Goth Weekend and is able to present some initial findings, including how these niche festivals are run in a post-pandemic world. Post-covid, dark tourism can continue to facilitate niche or alternative forms of tourism development: for example, the Whitby Goth Weekend attracts thousands of visitors bi-annually, many of whom are members of an alternative sub-culture. Yet due to the festival's high level of inclusiveness, participants from all walks of life attend and share identities, even though they often originate from very different backgrounds. As a result, this dark tourism festival provides a festival space for a much wider audience. Furthermore, dark tourism festivals have the ability to extend the traditional tourism season into the off-season, stretching the traditional and often short tourism season into the winter months. Post-pandemic, policy makers should focus on the promotion of these festivals as they can create a more sustainable tourism economy, spreading important tourism receipts throughout the season and also across various geographic areas. Reducing pressures on public spaces in a post-Covid world, these niche festivals attract the right type of visitor who is usually culturally curious and socially minded, bringing high visitor spend to specifically identified areas. This is for example the case with dark tourism festivals such as the Púca Festival or the Spirits of Meath Halloween Festival. With the help of these niche festivals, lesser-known regions and towns are promoted, creating a more sustainable tourism economy for the future.

A preliminary exploration of the covid19 pandemic effects in folklore events

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In 2020 affected by the covid19 pandemic, folklore festivals were challenged to face the uncertainty, forcing them to be entirely cancelled or to change to provide a different offer online, both in streaming and pre-recorded versions. Some authors have described festivals as links to preserving traditions and group identity (Dwyer & Jago, 2019; Getz & Page, 2016). In this way, the specific predominant feature of folklore events which is to enrich and strengthen community relationships within the participation of national and international artists were relegated to just streaming non-live performances through online platforms. Duffy & Mair (2021) pointed out that the impacts of the covid19 pandemic on festivals have been severe. Not only in the economy but also in the tourist sector. Both sectors were highly affected; therefore, planning festivals for the future will remain uncertain, and a change in their management will be needed. This paper aimed to explore and understand those changes needed and made by folkloric events from September 2020 to September 2021 at an international level, raising questions about the immediate effects of the pandemic for their offer and continuity in the future. To achieve this goal, a mixed methodology was used. Firstly, an exploratory online survey was created and sent

to a database of different folkloric events organized worldwide (that at the same time belong to a network of international NGOs recognized by UNESCO), asking about their organization and management concerns during the current time of the pandemic. Secondly, semi-structured interviews with 20 international festivals were conducted to discover their issues, future opportunities, and challenges for folklore events. The results indicate that most folkloric events correspond to festivals (75%). Among them, slightly above 90% correspond to dance, and 78% correspond to music festivals (most are in a mixed category of dance and music). However, a tiny portion of them was celebrated during the time frame period of this research (less than 2%). It is because of the decrease of cases after the European summer in 2020 or the slightly eased measures of 2021 after massive vaccination in western countries. The most significant impacts of the pandemic are reflected in the economic and tourism sector. Other impacts are related to artistic-cultural, educational, and emotional aspects. The uncertainty of holding future events is present among the festival's directors interviewed for the insecurity of the global economy nowadays and the undefined ending for the pandemic. Finally, the time frame period of this study was limited. It did not consider the threats and possibilities that are ongoing during 2022 (especially with the spread of the OMICRON variant of the virus). New features and questions might arise, and it would be interesting to compare for future work.

Frontline employees' profiles in hospitality firms based on their suggestions for change

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Given the strong competition and dynamism that hospitality firms face in the business environment, and the crises they have to overcome such as the Covid-19 pandemic, organisational resilience and change capacity is fundamental for their survival. Among the key employees to drive the change process in hospitality firms, the role of frontline employees stands out, as the valuable knowledge they have acquired through interactions with customers is key to providing useful suggestions for hospitality improvement. Due to this intensive contact with customers, frontline hospitality employees are in a favourable position to identify and understand hospitality consumers' needs and demands. In addition, as many frontline employees also understand their firm's strategy and business concept, they could be expected to contribute to successful organisational changes. The generation of ideas for hospitality improvement by frontline employees is a very relevant aspect with scant research. Frontline employees differ greatly in attitudes, behaviours, and performance. Though hospitality literature has offered some taxonomies of frontline employees, it has not directly addressed the taxonomy of hospitality frontline employees based on their involvement in change activities. The identification of frontline employee groups in change initiatives and their characteristics would extend the academic notions of the role of frontline employees in hospitality change and provide practical contributions to face dynamic competitive situations and crises based on the exploitation of the potential to change that lies in those employees. The work studies the existence of different profiles of frontline hospitality employees based on their involvement in change activities through their suggestions and the underlying characteristics that define those potential groups. The data were collected from a survey with 153 receptionists from hotels in Tenerife (Spain). The results show the existence of three groups of frontline employees ranging from individuals with no implication in change initiatives to employees with high implication in change processes. Moreover, significant aspects to characterise these frontline hospitality

employees' profiles have been identified: the frontline hospitality employee's gender, organisational decentralisation of communication, participative leadership, getting inputs from customers, focus on customer satisfaction, job satisfaction, and construction of firm specific job knowledge. Managers can foster frontline employee-driven change based on them.

Embedding Sustainability and Technology Skills in Tourism Education

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This case study focuses on taking an integrated approach to module delivery which has the dual purpose of embedding sustainability and technology skills. These key skills are critical for graduates to address climate change both to application within their working and personal lives. This road to embedding these skills was achieved through adapting module content, engaging with a range of learning activities including use of the Sulitest (www.sulitest.org) aided by Dr. Cormac McMahon and Dr. Oliva Freeman (www.sdgliteracy.ie), industry input, and a group assessment that revolves around student created virtual fieldtrips. Covid 19 proved to be a catalyst for change, as delivery, which had previously focused on face-to-face and included a two-day onsite fieldtrip and site visits, had to pivot to on-line and more recently the use of an adapted HyFlex hybrid approach to delivery. Kongtaveesawas and Prasarnpanich (2020) suggest a new paradigm for tourism education which focuses on innovative active learning derived from a combination of passive learning, the implementation of technology and the dynamic engagement with models of tourism value chain development. Tasnim et al (2022) identify the importance of sustainability as part of the tourism supply and value chain, particularly post Covid citing five areas of consideration within the tourism supply chain which contribute to value: facility, pricing, inventory, information and sourcing. These form the complex nature of the tourism experience. Cotterall, Hales, Arcodia & Ferraira (2019) argue that globally, many tourism courses do not include a conceptualisation of strong sustainability with the required focus on a holistic transdisciplinary and systems thinking approach (particularly design and eco) regarding the SDGs. Their global evaluation of many tourism courses found that sector specific concepts were dominant over those that eschewed strong sustainability. The approach taken by these two modules in this case study over the past two years goes some way to addressing this issue particularly as Planet forms one of the three underpinning constructs of the strategic intent of TU Dublin (Ireland) to 2030. The modules in question, Tourism and Technology and Sustainable Tourism provided an integrated platform by which student develop content related to sustainable tourism using the medium of video and virtual reality. In Year 1, a student-led industry-based seminar which focused on sustainability, smart tourism and technology provided context for the student work. Guest speakers and case studies in both years provided insight and expanded student breadth of knowledge beyond the classroom. On completing delivery in Year 1, student evaluation based on an adapted UTAUT model (Venkatesh 2003) provided anonymous feedback which was on the whole positive albeit based on virtual delivery of these modules. In Year 2, as face-face delivery emerged, a workshop led

by Dublin Zoo provided the biocentric viewpoint in terms of climate change and the SDGs. Building on these modules and providing a deep dive into sustainability, students are offered an option in later years which is devised, delivered and integrated across a number of disciplines including business, pharma, food science and tourism. Primarily delivered on-line, students and staff (as a CPD approach) attend this module together and engage with reflective assessment designed to develop empathy, and workshops around design-thinking, module descriptor evaluation using tools such as STARS (<https://stars.aashe.org/> and a deeper understanding of the Sustainable Development Goals.

Belonging, Power, and Avenues for Inclusion in a Traditional Irish Music Festival

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Traditional Irish music festivals are, in short terms, complex sites for inclusion. Through the genre's history of politicization and ethnonationalism, these festivals can often present as inherently exclusive on multiple axes of difference. This translates to white cis-male normativity, or 'invisibility,' and the resulting 'Othering' of different groups. Moreover, where the genre itself has been constructed as metaphorical of the Irish nation, programming within traditional music festivals speak to broader systems of inclusion/exclusion which reflect power-in-genre as power-in-nation, coded through representation on and off stage. That being said, the Covid-19 pandemic and the concurrent, global Black Lives Matter movement have necessitated institutional reflection on complicity in networks of privilege and oppression. Traditional Irish music festivals present an interesting case study in this reflection as, on the one hand the genre carries with it deep-rooted social biases yet, on the other, the festival space presents an untapped opportunity to explore avenues for social inclusion (Walters & Jepson 2019, Quinn et al 2020). Through an audit of TradFest Temple Bar's history of programming as well as their equity, diversity, and inclusion (EDI) toolkit initiative, I will explore the tri-focal link between festival research, genre study, and sociology in order to assess potential avenues for inclusion in these 'traditional' Irish spaces. This research takes on an intersectional feminist lens informed by Yuval-Davis's *The Politics of Belonging* (2011), illuminating how traditional music festival structures are complicit in projects of exclusion to 'Irishness' as it pertains to gender, race, and belonging. Conversely, it also highlights the social mechanisms afforded by the festival space and their potential for transforming the concept of 'Irish' within traditional Irish sites, thus eroding barriers to inclusion.

The Literary Festival: A Stage for Promoting our Cultural and Literary Heritage

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Literary heritage evolves from a literary work or connections to an author. It includes tangible and intangible elements as well as spaces and places, and it is an increasingly important part of cultural heritage. Literary tourism involves travelling to places that are associated with literature

including past and/or living literary heritage. As a new form of cultural tourism, it “arises from the intersection between reality (physical geographic space, author’s biography), fiction and the reader’s imagination” (Baleiro and Quinteiro, 2018, p. 33). A destination’s literary heritage can be preserved and promoted through the many experiences offered by literary tourism including tours, trails, live literature, performances, and festivals. The tourist can be motivated by the desire to visit the literary “place” depicted in a literary text or that inspired the writer. This may require translating the “product of imagination” to the reality of the physical space. For other visitors, it is based on a desire to meet the author of the book. Hearing specific authors speak or read from their work is identified as a primary motivation for those attending literary festivals (Giorgi, 2011, p.11). This study focuses on literary festivals as a distinctive tourism experience that offers an interactive way to experience literature. Literary festivals are social events bringing together readers, writers and cultural intermediaries as well as involving a wider range of stakeholders. Literary festivals are primarily public events where literary works are read and discussed by authors, experts, critics, publishers, translators as well as the public. There is a myriad of benefits provided by such events, from the perspectives of the authors/performers, the audience as well as the community in which they are located. For writers, the festival offers a platform where they can discuss their ideas and promote their work, assess their readership, and build their professional network. The festival experience can stimulate the imagination, promote intellectual engagement or cultural exploration for all participants. Access to a literary community or network allows attendees to connect, often with like-minded people and this, in turn, can generate a sense of belonging. Increasingly, these festivals have begun to move into online and digital spaces which has enhanced audience accessibility as well the agility of programme delivery. A literary festival can help to build goodwill and community spirit within a local community as it creates new partnerships and greater social connectivity. Furthermore, the marketing and branding of a literary festival can play a role in creating a distinctive image as a cultural and/or tourism destination for a city or a region. The aim of this research is to explore the role of literary festivals from the perspectives of their contribution to tangible as well as intangible cultural heritage (ICH) in Ireland. Furthermore, the study will provide invaluable insights from a supply-side perspective regarding these festivals. This presentation will include up-to-date findings from both empirical and bibliographic sources, offering real-life examples to support the research. Increased recognition of the role of the literary festival within the wider cultural heritage and tourism sectors could offer a future pathway in terms of cultural heritage preservation as well as tourism marketing and development.

Nudging sustainable behavior at festivals

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Quality of life and life on land (Sustainable Development Goal 15) has been a focal point of research in the leisure, tourism and events industry. With circular resource management being an important contributor to the well-being economy (Happiness Institute, 2021), various initiatives and waste programs are in place at events and leisure sites, working towards a sustainable future. Interestingly, the disposal of cigarette butts and their waste issues (and opportunities) are rarely a part of these programs. Cigarette butts are the most common litter in the world (Slaughter et al., 2011). The majority of smokers throw their litter on the ground, as they are not aware of the environmental impact. Cigarette butts can take up to 10 years to

deteriorate and meantime leak toxic chemicals into the eco system. They pollute water systems and soils and therewith damage living organisms. Smokers are unaware of their behavior and the damage it costs to the environment, causing pollution in recreational and nature related festival areas. To support local governments and festival organizers in these challenges, NHL Stenden University (the Netherlands) facilitates several research projects to identify the influential factors on the behavior of smokers and how they can be nudged to transit towards sustainable actions. So far, findings show that it takes at least 21 days to change a habit, like flicking a cigarette on the ground. Changing this behavior starts with awareness. Information needs to be provided to the smokers on the effect of their behavior, preferably followed by a rewarding system combined with social control. Field research confirms the effect of such a campaign. An example is a campaign that used ballot bins to dispose the cigarette butts, combined with nudging by using gamification, and having volunteers cleaning the site regularly. More research is needed to examine the behavior of festival goers, and how the layout and communication at an event can ensure an effective and sustainable disposal of cigarette butts. Part of the ongoing research and a point of concern are the as yet limited possibilities to sustainably collect and process cigarette butts, regionally as well as nationally.

Influence of the UNESCO World Heritage designation on the tourism development of German cultural cities

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As can be seen from the basic idea of the World Heritage Convention, the World Heritage designation was not created in relation to tourism development but to preserve natural and cultural assets. However, since the World Heritage Convention has been ratified by 193 States (UNRIC, 2020), the title has a high level of recognition and is given a high appeal in tourism destination marketing in terms of attracting guests (Ryan & Silvanto, 2009, p. 291). However, too high, unguided flows of people can be detrimental to a World Heritage site and raise doubts about the compatibility between UNESCO's idea of protection and the tourism sector (Debrine, 2017). Nevertheless, tourism can also be a key to the preservation of the sites if financial revenues are invested in conservation measures. If, in addition, sustainable tourism is pursued, a higher awareness of the sites and the respectful treatment of the population of the destination can be created by means of information offers (Debrine, 2017). With regard to this issue, the study focuses on qualitative criteria of destination development. The research question to be answered is: To what extent does the designation of a cultural site as a UNESCO World Heritage Site affect the qualitative development of the destination in which it is located? As a theoretical basis, the results of the qualitative company growth study by Sternad and Mödritscher are used. They look at companies in the IT industry, the timber industry and the hotel industry, which are characterized by high product and service quality, their business success, a high reputation among industry experts or an industry-standard award (Sternad & Mödritscher, 2020, p. 6). By means of qualitative interviews with senior executives of the companies, it was possible to identify nine areas in which targeted measures have led to a leap in qualitative development. At the service and offering level, these include specialization, product development and branding. The service level includes process innovation, infrastructure creation and cultural change, as well as internationalization, cooperation and reference projects with regard to new challenges (Sternad & Mödritscher, 2020, p. 19). In this work, the focus is on

the World Heritage designation, which can also lead to a leap in qualitative development. Since the theoretical approach was originally not exclusively tourism-oriented, a transferability of the nine areas to destinations was examined by means of existing literature and qualitative expert interviews. In the further course of the thesis, qualitative expert interviews will be conducted in selected destinations with World Heritage sites to identify qualitative development in the nine areas.

The embodied experience of using active mobility infrastructures in tourist hotspots

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Urban tourism mobilities act as feeding channels to specific tourist attractions, consist of manifold physical constructions and vehicles, and include mobilities of goods and supplies, including labour. Meanwhile, the act of mobility itself is part of the tourist experience through its affective, aesthetic and sensory components. Mobilities studies have shed light on these multiple features, the experiences of using the underlying infrastructures, and the human practices that surround them. This led our thinking about infrastructures to go beyond their materiality, into the direction of tourism mobility politics, the relationality of (tourism) mobility experiences to wider urban and social spaces, and linked to personal interests and capabilities. Tourism mobilities are thus capable to transform spaces, making them more or less likely to be accessed by individuals as they create socio-technical systems that enlarge power inequalities in the capacity to be mobile. As Sheller observes, the fluid interplay of places, people, and technologies creates “complex spatialities and temporalities of contemporary tourism development, one of the key qualities of which is the performance of certain places as ‘escapes’ from the everyday and from the banality of (sub)urban sprawl” (2016, p.17). Among others, concentrations of these performances create spaces that are less accessible to lower income groups (Cocola-Gant & Lopez-Gay, 2020) and older people (Quinn, 2007). A particular infrastructural transformation that receives recent attention is that of active mobility, in the form of pedestrianised spaces, cycle paths, and greening initiatives. Not only are urban tourists longstanding active travel users (walking), residents are also increasingly shifting to active travel modes (cycling) following street re-allocations and transformations (Nikitas et al., 2021). This paper zooms in on the micro-activities that active mobility users of older ages undertake in highly frequented urban tourist spaces. It combines biographical and mobile methods to capture and understand the embodied experiences of active mobility spaces in relation to the tourism environment and the wider lifecourse. The paper presumes that the space claim of private motorised vehicles continues to restrain the connectivity, conviviality, and sensory qualities of urban spaces (Dowling & Simpson, 2013). By focusing on walking and cycling practices, the results highlight the fine-grained negotiations of older residents and visitors when traversing urban tourist spaces. Both spatially and temporally, their mobilities face and contribute to a competition for urban space in which the ageing body mediates the ability and experiences of taking part in them. The contribution of this paper is threefold. Firstly, it highlights the diffuse and complex user experience of (tourist) mobility infrastructure and explores its relationality to spaces, people, and their mobility biographies. Secondly, it makes visible to what extent urban

(active) travel infrastructures and tourist infrastructures are reciprocal, as they are used by residents and visitors alike. This leads to concrete implications for policy and practice to coordinate and integrate transformative urban planning and design initiatives that prioritise on wellbeing and urban qualities and steer away from potential conflicts between different mobilities. Lastly, the engagement with older age groups experiencing infrastructural barriers outlines the need for an 'age-friendly' tourism in which older residents and visitors may actively shape (active) mobility infrastructures. Accordingly, academic debates around tourism mobilities could benefit from stronger engagement with disciplines in which the increasingly heterogeneous needs and preferences of the ageing population have become mature subjects of research.

Unpacking social exclusion and overtourism through empathetic codesign: SMARTDEST and City Labs

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Prior to the great global shutdown, overtourism had become one of the most pressing issues of concern for cities worldwide and their destination marketing organisations. In the European context, the phenomena has been linked to drivers of social exclusion, perceived to be made more prevalent through the digitisation of tourism infrastructure since the advent of AirBnB and the proliferation of platform economy across all areas of society. The Horizon 2020 funded SMARTDEST project seeks to understand the impacts of overtourism in a set of case study cities combining quantitative data sources with qualitative research at the city level, to illuminate lived experiences of citizens of social exclusion. Part of this study is to test various living-lab models as they apply to urban tourism. Engagement-led research approaches ensure that stakeholders are speaking a common language, and can define more qualitative indicators towards more informed decision-making for planning sustainable cultural tourism. This paper focuses on the City Labs phase of the project, which brings together stakeholders from across the destination management ecosystem in each city - in a set of co-design activities in order to unpack the relationship between overtourism and social exclusion. City Labs represent a creative approach to the study of mobility infrastructure, using design thinking to initiate a dialogue around reinventing tourism and regenerative placemaking. It will share insights from the design and development of the City Labs programme for the cities of Amsterdam (and Edinburgh), and consider how engagement-led design approaches can raise the voices of historically excluded stakeholders, to inform nuanced readings of overtourism and exclusion in each city. The article will document the process taken in response to the specific context of exclusion in each city, and shed light on how this approach might inform 'smarter' solutions for sustainable (cultural) tourism that are more place-based and responsive to the unique circumstances of each metropolitan community.

From Mobility Practices to Accessibility Strategies: The Case of Tourist Cities

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Managing tourism and visitor mobility is the key issue for urban destinations in order to achieve sustainable development. Such destinations are affected by significant problems of accessibility. Tourism generally intensifies the mobility and traffic problems already affecting the destination, as locals and tourists, who are characterized by different needs and behaviour, share the same transport network and infrastructures, and often use the same means of transport. As a result, severe environmental and social impacts are created by the increased traffic congestion, safety problems, air and noise pollution, and destruction of landscapes. The aim of this research is to create management strategies for enhancing urban mobility and accessibility in tourist cities, based on analysis of tourism mobility infrastructures. It comprises physical infrastructures of transportation, of tourism sites, and of urban planning. Also, non-tangible infrastructures such as policy, rules and regulations of transport, and urban management are considered. The role of transportation means is taken with relation to their infrastructures (i.e., high occupancy vehicles; small vehicles). Methodology is based on data collection of analysed case studies from about fifty cities worldwide, of different sizes, which are mature in tourism (e.g., Paris, London, Hong-Kong, Dubai, Lyon, Bergen, Rhodes). At the first stage, problems of mobility and accessibility were identified (i.e., congestion, crowding, topography, pollution). Then, promising practices ("good practices") for solving mobility problems in the related cities were mapped, with relation to the aforementioned infrastructure categories. In order to select the most efficient practices, seven criteria were set as follows: accessibility, costs, bureaucracy, social constraints, implementation horizon, sustainability, and independence. Using surveys of tourism and transport experts, a ranking was performed for each "good practice" according to each criterion. Hence, the total score for each respondent and the grand total for all were achieved. The final list of "best practices" (named "actions" in the model) was chosen according to their relative contribution. The selected actions were grouped into six thematic strategies that cover different perspectives. Using a virtual scale, it can be seen that on one side of the scale, strategies of transportation planning can be found, while the other side of the scales is strategies of tourism planning. In the middle there are strategies with combined approaches which also consider the urban planning approach. The resulting strategies are: Reduction of traffic flows by transportation and traffic plans; Flexible urban transport services; Spread of tourism demand over space; Spread of tourist demand over time; Tourist site management; and Reduction of environmental, physical and social impacts. Each strategy comprises several actions that can be fully or partly adopted. The appropriate selection process for solutions (selected actions) is according to the scores on the aforementioned set of seven criteria. As some of the criteria contradict each other, a multi-criteria analysis (multi-objective programming) is required for attaining the optimal set of actions to be implemented, which cannot be seen intuitively (i.e., a small project is short-term, cheap but with low contribution to accessibility, and a big project is long-term, expensive, but with high contribution to accessibility). Sensitivity analysis is also possible for detecting the stability and sustainability of the solution.

Interpretation of European Nature Heritage - Specifics of Interpretation of Water in Tourism

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This paper presents partial outputs of the international project Methodology of Interpretation of European Nature Heritage in Tourism. It focuses on the specifics of interpretation of heritage connected to water. Recently, there has been an obvious trend in the development of tourism carried out in the nature. A growing number of trips to the nature results from the changes in consumer behaviour in tourism during the covid -19 pandemic, when more restrictions and health risks related to city and cultural environments and so the interest of travellers focused more on the nature sites. However, the increased range of tourism in the nature leads to a bigger burden on the nature environment and the need to increase the emphasis on the interpretation of nature heritage with the aim of increasing the awareness of nature heritage value and the need to protect them. Water covers more than 70% of Earth surface. Water is a precious and irreplaceable raw material having a lot of meanings and utilization for the mankind. People threaten water resources by activities in their daily routine lives and as participants in tourism, both in the view of quantity and quality. Tourism is connected with water in many ways. Apart from the sea, water is rarely a primary attraction in tourism. It usually complements the landscape and the environment, either the nature environment such as biotopes (e.g., Danube delta) or cultural environment (e.g. the Loire and castles along it, spa towns with their mineral springs). At the same time, water is a source which is largely exploited and polluted due to the development of tourism services. Water in tourism is not only a source of entertainment, but it can also become an issue of exploration and education leading to a change in people's attitude to this important source. Interpretation of water and water-connected attractions has its specifics both from the view of its content and forms. The aim of this paper is to identify these specifics. The first step was to find out which factors play a role in nature heritage interpretation. The next step led to determination of impacts which these factors have for the interpretation of different types of nature heritage. System analysis was used to assess the relations between water and tourism. The findings were used in comparative statistics to identify the specifics of water interpretation in tourism. These specifics are clearly visible in the content of the interpretation mission. Diversity of activities connected with water provides a possibility to use a wide range of interpretation methods. There is an important overlapping of water interpretation and cultural heritage (e.g., technical attractions – water works and water-powered machines). There are specific ways of water interpretation in some cases, when water interpretation becomes almost a primary tourist destination (e.g., Krimmler WasserWelten). The paper also evaluates appropriateness and efficiency of individual interpretation methods from the view of main goals of interpretation – learning how to understand the value of an attraction and building of right attitudes to the protection of these attractions.

Encountering Irish Folklore Backstage: Siamsa Tíre and the Dance Traditions of Kerry

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From the 1960s until the implementation of COVID-19 restrictions, the folk theatre company and venue Siamsa Tíre was a leading tourist attraction in Tralee, County Kerry, presenting performances six nights a week throughout the summer season. From the outset, those involved acknowledged the potential for tourism to support the growth of the company but emphasised the need for a focus beyond tourism, concentrating on the presentation of folk culture on the stage. Financial support from initiatives related to tourism helped to sustain the company and audiences for the company during the summer months, comprised primarily of tourists. Siamsa Tíre established itself as a cultural ambassador for Ireland, while concurrently achieving its goal of preserving and presenting the cultural heritage of rural Kerry on the theatre stage. A core artistic element of productions by the company is their presentation of a regional, North Kerry style of dance that is associated with the dancing master Jeremiah Molyneaux (1881–1965), which can be traced back to the pre-Famine era. The evocation of tradition contributes to a perception of authenticity but the success of the company has also impacted on the resilience and regeneration of the intangible cultural heritage of the region. Through its programming and other activities, the theatre company is participating in destination branding that embraces local cultural practices as an attraction for tourists. In particular, the company has developed participative experiences that provide insights into local culture including opportunities to meet the cast and learn some of the music, song and dance traditions from local performers. Beginning with a brief historical overview of Siamsa Tíre, this paper presents ethnographic reflections on productions and other activities developed by the company. Building on recent research that moves from ‘sustainable’ to ‘regenerative’ tourism, it critiques how the company has diversified from large-scale productions to other intimate and participative activities. The paper contrasts these experiences with a semiotic reading of advertising to highlight how the narratives of cultural production presented by the theatre compliment or contrast with wider advertising related to the destination. Focusing on the ‘Festival of Folk’ activities in 2022, the paper critiques the advertising and promotion undertaken by the company that is designed to engage the tourist gaze and respond to changes in consumer behaviour.

Unlock & Revive: Delivering events for the dementia community during Covid-19

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Dementia is a progressive disorder that affects how the brain works, and in particular the ability to remember, think and reason. People with dementia (PWD) may become confused or have problems thinking or doing things they used to find easy. It affects speech, mood, mobility and how people perceive the world around them. Pre-pandemic, the City of Edinburgh's GLAM Dementia Socials (Galleries, Gardens, Libraries, Art, Museums and Music) were publicly bookable in-person dementia-friendly events with regular audiences of 30-40 attendees. The 'GLAM' organisations represent 7 of the key cultural venues within the city, namely: Royal Botanic Garden Edinburgh; National Galleries of Scotland; National Library of Scotland; Museum & Galleries Edinburgh (City Art Centre); National Museums Scotland; St Celia's Hall at the University of Edinburgh (music venue). The onset of Covid-19 restrictions then forced these events to move online. A key difficulty was then getting the word out to their previous attendees that these sessions had moved online but noting that, as lockdown prolonged, some of the previous in-person attendees attended the online GLAM Dementia Socials. As part of the Unlock & Revive action research project, each of the 7 cultural & heritage organisations within the GLAM series hosted 3 events – one per month across a 3-month period. The Unlock & Revive action-research project explored how the GLAM Dementia Socials captured the needs of individuals who identify as part of the dementia community (including people living with dementia, carers, family members, people affected by the disorder) and community professionals involved developing, producing, and delivering the online engagement events. Our methods comprised three qualitative approaches: Observations and attendance at online events produced by the GLAM cultural & heritage partners; Facilitating online focus groups with PWD and their carers; and Undertaking semi-structured interviews with the event organisers. Our research identified a number of key insights on how to deliver engaging and inclusive online events for the dementia community. We found that the ideal event for the dementia community will always be an in-person one. In terms of format and best practices, we found that the most effective digital delivery model would be similar to that of the pre-pandemic, tri-part approach: 1/3 of the time allocated to tea, coffee, cake and chat; 1/3 of the time allocated to presentation; 1/3 of the time for a hands-on activity. Participants acknowledged the logistical challenges associated with implementing hands-on activities for digital sessions but expressed that it would be effective for PWD to send craft/activity packages in advance. As a baseline, such events should facilitate a participant-centred approach to thematic content, presentations and discussions. Our research found that in order to promote wellbeing and foster community, such dementia social events should be curated with the lowest functioning participants in mind and that participant-led discussions online, rather than discussions led by the facilitator, will promote and enhance a sense of community, boost wellbeing, and reduce social isolation.

Whose Heritage and What Matters Most? The Red Market Experience: A Community-based Approach to Preserve Traditional Festivals and the Cultural Spaces

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Mercado Municipal Almirante Lacerda, a functional building commonly known as Red Market completed its construction in 1936 in Macao SAR; and it has served the locals for 86 years. Despite the Red Market has been suffering from various levels of wear and tear on the inside and outside of the building structure, its irreplaceable reputation lies in its aesthetic (architectural) and socio-cultural values. That has given this renowned Art Deco designed building the only traditional wet market recognized as one of the “Macao Heritage-Classified Immovable Properties” (Macao Cultural Affairs Bureau, 2022). However, it is because of several beyond control factors, for example, climate change, albeit the continued maintenance and repair works have been carried out, it is regrettably unable to address the structural deterioration. Besides, in order to achieve the needs of upgrading standards and accessibility of care at different levels. An extensive renovation is thus starting in early May (The Macao News, 2021). Thereupon, the preservation of the Macao’s and China’s nationally Intangible Heritage social practice: The Macao Feast of the Drunken Dragon and the Lion Dance Gala, along with the property of collective memories for the traders and residents have been raising wider concerns. The Red Market and its surrounding areas play an important role as a symbolic venue for the locals and of the Feast as a collective attachment; as Rifaioğlu and Sahin (2008) stated that “...the place is formed through time by its unique and distinctive character, and is the base of both a building and its users.” (p.2). With this, the current study aims to investigate the grey area in architectural conservation, traditional festival and the associated cultural spaces protection of the Red Market district. It seeks to explore the aesthetic and socio-cultural values of the Red Market district, which enables the formulation of a comprehensive community-based approach to heritage conservation allied with the bygone years of the heritage values that bring this trading district alive. So as to fill in the research gap of heritage studies in the field of trading culture and its social connection housed in a historic building. Hence, in-depth face-to-face interviews, historical document analysis, and observation will be conducted to understand the values that uphold the building, traditional festival and the associated cultural spaces, and neighborhoods; and also to discover the challenges in interpreting traditional festivals and cultural spaces. Thus, the current study also utilizes “The Australia ICOMOS Burra Charter, 2013” to identify its heritage values and compare them with other case studies for better cultural heritage management. Recommendations are suggested for better cultural heritage plan and cultural tourism management, meanwhile in fighting the post-covid pandemic era for greater tourism and leisure tourism development.

The role of gastronomy during the lockdown in the tourism promotion: an analysis of the DMO's social networks in Spain

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The tourism sector has been one of the most affected during the lockdown, especially in Spain, one of the most restrictive confinements in Europe. During this period, the traditional celebrations linked to Intangible Cultural Heritage (ICH), some of them considered tourist attractions, were canceled. This situation has forced us to rethink the policies and actions of tourism promotion, transforming the messages of the destinations to their residents and visitors. In this context, due to its immediacy and ability to reach a large number of people, social networks have taken on vital importance for tourism promotion. The main question that this communication raises focuses on understanding how Destination Marketing Organizations (DMO) have maintained a link with tourists and what was the role played by gastronomy in these promotion initiatives. In addition, to understand the images and narratives around gastronomy and linked to intangible cultural heritage (ICH) by DMOs. Thus, the objective of this analysis is to explore the incidence of confinement and the pandemic in the relationship of the ICH with gastronomy and its use as an element of tourism promotion. To achieve the goal, the qualitative methodology is mainly based on a virtual ethnography of three main social networks managed by five Spanish DMOs as a dynamic communication channel (Barcelona, Madrid, Sevilla, Valencia, and Palma de Mallorca). The analysis focuses on the messages, images, narratives, and proposed activities linked to gastronomy. The results obtained reveal for one hand, how gastronomy is promoted and communicated during stressful times such as the pandemic, whether is a resource for DMOs, and how the narrative is linked to the intangible cultural heritage or not. The conclusions highlight the potential of gastronomy as a communication and promotional resource, but at the same time, the big room for improvement by the Spanish DMOs, where the analysis identifies the lack of knowledge and creativity applied to the communication and promotion.

Exploring consumer behaviour based on handicraft and creative programs – a case study from Hungary

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Within cultural tourism, creative tourism is nowadays gaining in popularity in international and domestic tourism as well, but its primary research, especially from the point of view of the consumers, is still in its infancy. Some of today's trends in tourism, such as the rapid increase in the share of senior citizens, changes in family structure, the rise in the overall level of education and the demand for knowledge and skills, can be linked to social and demographic changes (Csapó & Végi, 2021, Remoaldo, Serra, Marujo, Alves, Gonçalves, Cabeça, & Duxbury, 2020). The vast majority of analysts of global tourism trends, until the emergence of COVID-19, agree that tourism today is undergoing a new type of growth and transformation, with social factors (the need for personalisation of offers and consumption patterns, due to the rise of individualism) as the main drivers, coupled with demographic (ageing societies and the parallel phenomenon of population explosion), economic, political and technological (digitalisation, mobility, the relationship between experience and play, internet accessibility) changes (Lőrincz & Sulyok 2017, Nagy, Csapó, & Végi, 2021, Nod, Mókusné, & Aubert, 2021). One element of the conscious development of rural areas and the (re)thinking of tourism is the strengthening of the role of creative tourism (Richards, 2021, Vuin, Carson, Carson, & Garrett, 2016). To the best of our knowledge, both international and Hungarian research in this area is less focused, and a comprehensive survey of entrepreneurs and consumers offering craft activities as a service has not been carried out. Recognising this gap, in order to better understand the subject, the present study can provide valuable contributions to the exploration of the demand side of craft activities and, in parallel, to the implications for rural tourism development. Therefore, the aim of this study is to explore one of its niche markets, and within that, the demand segment with handicraft and creative motivation based on a consumer behaviour survey. The primary data of the research are based on the results of a questionnaire survey of 252 respondents, carried out in Hungary in April and May, 2021. The focus of the research was on the awareness and image of handicraft activities and workshops, as well as on the consumer behaviour related to these activities. According to the authors, the results can contribute to deepening the knowledge on the market segment of creative tourism and through this, new aspects are added for the study and understanding of rural development.

Carrying the mantle: tracing the emergence of the Five Lamps Arts Festival

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Arts and culture have long been powerful tools for responding to times of unrest and uncertainty. From the civil rights and human violation protests in America in the 1960s, to the punk countercultures of Britain protesting poor standards of living in the 1970s. Globally, new social movements in the arts were formed during this period which confirmed the important role artists play in instances of social, economic, and cultural unrest by providing opportunities for reflection and challenging political structures. Closer to home, in Northern Ireland, artistic production has been a powerful tool for healing the trauma of conflict among divided communities and many arts initiatives which emerged during the 30 year conflict have been developed and maintained. In the North, as in the Republic of Ireland, pockets of arts practice began to emerge in the 70s under the loosely defined and often contested notion of “community arts”, particularly among marginalised groups in traditionally working class urban areas who experienced high unemployment, poor housing, minimal services and a lack of political interest (Fitzgerald, 2004, p. 67) brought about as a result of economic restructuring. Artistic community-based responses to these times manifested in local theatre productions, music performances, film, and literature which were presented as forms of protest and activism, as ways of preserving local culture and history, and equally, to promote the strong creative and cultural potential of marginalised communities. These early artistic responses sowed the seeds of inspiration for a range of cultural activities in the decades to follow. Many of these, now continue to flourish long after times of uncertainty have passed. Local community festivals are a case in point. Usually, these emerged in response to particular social economic conditions prevailing in their locales, yet contemporary understandings of festivals rarely acknowledges the historical trajectories that saw them emerge initially as what might be thought of as forms of political activism. This paper begins to redress this gap in the lit by tracing the emergence of one of Dublin’s most established and most highly regarded community arts festivals. The paper presents archival findings and data from interviews with festival makers. Findings illustrate how through arts and cultural activities, the Five Lamps Arts Festival continues to espouse many of the social concerns that were addressed through artistic interventions and festivals in an explicitly activist way in the 70s and 80 including social issues relating to urban redevelopment, anti-social behaviour, and changes to labour patterns as a result of globalisation which continue to prevail in inner city Dublin. This special track asks, in times of uncertainty, will these kinds of socially sustaining endeavours continue into the future as ways to offer wellbeing, hopefulness, and solidarity? Findings show that the local community festival examined in this specific case/context demonstrates that it is precisely uncertainty, societal crises, and times of great political unrest that have sowed the seeds for their work as the festival continues to carry the mantle addressing many familiar social issues of inner city Dublin.

A Rhizomatic approach to local cultures: Cultural sensitivity, storytelling and intangible cultural heritage

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The importance of intangible cultural heritage (ICH) has been the object of increased attention in the last decades, in particular in recent years. Although some ICH is recognised by the UNESCO, its nature relates to a dynamic living and evolution of a certain cultural expression. This dynamic aspect of ICH makes it also movable in time and space. Despite that, a certain spatial context can also play a role, as cultural practices, for example, are largely dependent on places and people living on those places. It is in this sense that we can refer to the existence of local cultures. A reflection on what these local cultures are, how they come to existence and what shapes them is necessary to understand how they can be approached in the context of tourism. Cultural sensitivity and storytelling, we argue, can become bridges to better connect locals and visitors, promoting intercultural dialogue and mutual understanding, leading ultimately to strengthening peace building. The present paper aims at analysing local cultures under the frame of the deleuze-guattarian approach and the rhizome, described mainly in *Mille Plateaux* (1980). This rhizomatic approach allows for a conceptualisation of local cultures as a highly dynamic expression of ICH in context, where cultural sensitivity and storytelling bring the layers for a meaningful development of the tourism experience.

Resilience Concept for Destinations – Post Corona Strategies in the Black Forest National Park Region, Germany

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Problem and objective The Covid-19-pandemic and climate change are currently posing major challenges to tourist destinations around the world. In addition, there are multiple crises and threat scenarios such as political instability, wars, economic and financial crises, energy shortages, and terrorism. In order to successfully face these challenges, destinations must position themselves in a resilient and future-proof manner. This article is dedicated to a case study of the destination Black Forest National Park Region in southwestern Germany. The aim of this paper is to present a resilience concept for destinations based on comprehensive literature research and the creation of future scenarios. On the one hand, this concept claims to be a basis for further work for the national park region. On the other hand, other destinations should also benefit from the resilience concept and receive a suitable concept for dealing with crises and disasters. Theoretical foundations and methodological approach In this paper, different resilience concepts and theories are first presented and compared. The focus is on the resilience concept for tourism destinations according to Cahyanto and Pennington-Gray (2017). Their resilience concept serves as the basis for the work in the Black Forest National Park

Region. In order to design the resilience concept for destinations, the initial tourism situation in the Black Forest National Park region is first recorded. Three main risks for tourism in the region can be identified: (1) the current Covid-19-pandemic, (2) climate change, and (3) political developments. Based on these three crisis areas, different future scenarios are developed using the scenario technique. The different developments are summarized in the form of best-case, word-case and a probable scenario. Representatives of the national park region accompanied this development in meetings and workshops. Based on these findings, concrete strategies and measures for increasing the resilience of the destination are developed, which then leads to a resilience concept for destinations. Results and summary In the context of this paper, the topic of resilience at the destination level is comprehensively analyzed and conceptualized. The application of the scenario technique has proven itself as a reliable analysis method and can also support other destinations facing with the topic of resilience in the future. Strategies were developed for the Black Forest National Park Region and its stakeholders, which in many places reflect the current state of research. By defining and prioritizing concrete action steps, the national park region was given tangible starting points that will help to be prepared for future challenges. The developed resilience concept and the methodical way of elaboration by means of the scenario technique are suitable to support other destinations on their way to more resilience and crisis resistance.

Niche Market Garden Tourism - Target Groups of Gardens and Parks in Baden-Württemberg / Deutschland

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Goals of the contribution The state of Baden-Württemberg has a diverse and heterogeneous garden landscape. It ranges from small private gardens to large state visitor attractions. Nature, country life, garden design and garden maintenance represent a trend, which became even more important due to the restrictions of the COVID-19-pandemic. Garden tourism is a steadily growing tourism market niche. The Duale Hochschule Baden-Württemberg (DHBW), Ravensburg has studied the demand of the market niche of garden tourism within the federal state of Baden-Wuerttemberg, Germany. The aim of the study is: (1) to investigate the visitors of gardens and parks in the federal state of Baden-Württemberg with regard to their socio-demographic, psychographic and behavioral characteristics and (2) to work out their motives, interests and experience orientation when visiting gardens. Based on the results, recommendations for action and marketing strategies for the actors in the garden tourism segment will be generated. Theoretical conceptual basis and methodological approach The theoretical basis of the study is based on both the concept of Sinus-Milieus (Barth 2018) and Pine and Gilmore's (1999) experience economy approach. To analyze garden tourism demands, comprehensive literature and online research was first conducted. To take the research a step further, a quantitative online survey was created. The target group of this survey were garden and park visitors in Baden-Württemberg. The survey was carried out in August to October 2021 and accompanied by a project advisory board of garden tourism stakeholders. Main findings and summary In this article, the demands of garden tourism will be analyzed

comprehensively within the federal state of Baden-Württemberg. The result is a characterization of the visitors to the gardens and parks of Baden-Württemberg. Among other things, the survey provides information about the average age of visitors, the distance of their arrival and departure, the means of transport used, as well as the duration and frequency of visits. Based on the level of education and basic orientation, statements can be made about their social milieu. On the basis of the four levels of experience according to Pine and Gilmore (1999), it is worked out what constitutes the experience of "visiting the garden" for the visitors surveyed. Recommendations for action have been derived depending on the findings of the study. These recommendations address the economic potential of garden tourism in Baden-Württemberg, much of which is still unused, and various options to make better use of this potential. The study made clear how important it is for garden tourism and garden operators to know their visitors. It is of importance for marketing offers to be adapted to different groups of visitors, as well as to have a clearly-defined understanding of who the visitors are. The article is intended to focus on the market niche "garden tourism" in order to open up this topic for further development and improvement.

Examining the Sustainable Management of Environmental Impacts in Portugal

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In Portugal, as in many parts of the world, the tourist industry has become an important tool for economic development. The tourism and travel industry in Portugal contributed in 2019 to 17.1% of the country's GDP, which represents approximately 37.5 billion euros and employed 20.7% of the population (OECD, 2020). Despite the severe impact suffered by this industry during the COVID-19 pandemic, there are clear indicators that Portugal has retained its popularity with the number of tourist arrivals on target to reach its expected pre-pandemic levels by the end of 2022 (European Commission, 2021). Although this popularity can provide countless possibilities and benefits to the destination in terms of employment generation and increased capital, it also raises significant concerns in terms of the long-term environmental sustainability of tourism in Portugal. Tourism has long been recognised as one of the biggest risks to biodiversity and natural resources worldwide (Tang, 2015), placing increased pressures on built and natural environments, causing water and soil pollution (Buckley, 2012), contributing to climate change (Markham et al., 2016), noise pollution and damage to flora and fauna (Buckley, 2012). Given the ramifications that tourism growth can have on destinations, it is critical that policymakers and planners begin to prioritize sustainability in tourism development, planning and management. However, sustainability is a transition and learning process (Miller and Twining-Ward, 2006), so those involved in its planning and management must continually work to maximize the positive results derived from tourism, minimizing any negative impacts it can cause. This research aims to examine the Sustainable Management of Environmental Impacts in Portugal through a content analysis of relevant tourism planning and management strategies, policies, and plans. The results of this study can help to inform policymakers and planners' decision-making processes when it comes to the development of sustainable environmental management policies and plans for the tourism industry in Portugal. This will be

essential in helping to secure the future long-term competitiveness and sustainability of the industry. This study may provide lessons learned for destinations at the international level.

Cycle routes: what are their tourist dimensions?

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Using the examples of the cycle route sections in the département of Calvados (Normandy, France), this paper analyses to what extent they can be considered as tourist routes. Public planners, like the Conseil départemental, point out that the tourist status of these sections results from their belonging to a broader cycle network with itineraries deployed on hundreds of kilometers: the Vélomaritime and the Vélo Francette. Some sections reuse abandoned railways, farm tracks or towpaths, whereas others have been newly planned to compensate for missing parts and form new itineraries. Route signs are installed to guide only long cycle travelers, although few touring cyclists use them compared to more local day trippers. From this context, what can be the characteristics of these cycle routes which allow us to consider them as tourist spaces? A mixed methodology is used to investigate this question, both with observations and participant observations, and interviews: with public planners and with users on-site (40). The interviews with users aim to know both their spatial practices and their relationships to the surrounding heritage and landscape along their walks, bicycle trip, and/or uses on a spot. Beyond the knowledge of their in-situ perceptions, we aim to know what their representation of the whole itinerary is. In parallel to the long tourist cycle trips, we identify in these cycle routes three complementary tourist dimensions which involve many more users. Firstly, they are tourist routes thanks to their proximity to tourist places: tourist use the route from their holiday homes (Omaha Beach) or a heritage place of visit (Pegasus Bridge, pointe du Hoc) as an extension even though their walk on it does not lead them to another particular destination; tourists can also take the cycle route as the only mean of access to a small heritage highlighted thanks to its place close to the route. This dimension is common to most of the cycle routes in the département. Secondly, the tourist dimension results from an out-of-the-ordinary experience even for people coming from a close territory. Indeed, a number of cycle routes is so located in spaces apart from everyday space that they are a real discovery and reveal otherness for a lot of users, unlike regular walkers and riders who could not be considered as tourists. This dimension implies a distinctive landscape and cannot be found in every cycle route. Thirdly, tourist ambiances have been established, according to sufficient levels of use, in some places along the cycle routes, in particular thanks to picturesque heritage: ancient railways bridges have become interesting points for outstanding views, or former stations are reused in cafés. This dimension is restricted to places in sections containing particular heritage, and results in encounters between different kinds of 'tourist' users. Therefore, to liven up with a touristic character new cycle routes which cannot take advantage of a rooted heritage is for the moment a great challenge.

Innovative Methods of Interpretation: Burren & Cliffs of Moher UNESCO Global Geopark

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There are many definitions of interpretation available; one such definition describes it as ‘an educational activity which aims to reveal meaning and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information’ (Tilden, 1977, p. 33). The Geopark designation given to specific geographical areas where there are sites or landscapes of geological importance play a significant role in geotourism, (UNESCO, 2021), (Ren, et al., 2013). The UNESCO Global Geoparks have an important task to accomplish in the achievement of a holistic interpretation of Earth heritage, (Pásková et al., 2021). How geoparks provide interpretation opportunities to visitors will have an impact on the tourist experience before, during and after their visit. There is a wide range of methods of interpretation currently used in geoparks, for example information boards, live interpretation and multimedia technology (Drifting Apart, 2018). However, interpretation methods should be tailored to a wide variety of visitor groups. Hose (2000) developed a broad-based typology of geotourists focussing on two main types ‘dedicated users’ such as students and specialists which he termed ‘beetles’ and ‘non-dedicated users’ who are likely to be casual observers which he termed ‘butterflies’. Another more detailed typology was developed by Grant (2010), where the geotourist was represented in six categories; Unaware Visitor, Aware Visitor, Interested Visitor, Geo-Amateurs, Geo-Specialists and Geo-Experts. These typologies are useful when planning methods of interpretation at a site. This paper explores the innovative approaches that nature tourism attractions in the Burren and Cliffs of Moher Geopark use to actively encourage tourists increase their understanding of animate and inanimate nature in the Geopark when engaging with natural attractions. Also to identify the benefits that these methods of interpretation bring to the visitor experience. The methodology used in this paper is a case study approach, using semi-structured interviews with visitor attraction owners in the Burren & Cliffs of Moher UNESCO Global Geopark. The findings indicate that there is a wide range of interpretive activities currently being used that cater for visitors ranging from the unaware visitor to the geo-expert. These include proactive interactions between accommodation providers and visitors, immersive experiences, expert guided tours, self-guided trails and publications. These methods of interpretation contribute to the education of visitors and conservation for the region.

Tourist satisfaction amid the pandemic: the effect of COVID-19 prevention measures

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Tourism demand is very sensitive to disruptions such as political and economic instability, terrorism, crime or public safety issues. In this context, tourists' fear or discomfort, and actions implemented to mitigate the effects of these disruptions can directly affect tourist experience. Even though undesirable, many tourist destinations are affected from time to time by disturbances like the aforementioned, while the spread of the COVID-19 pandemic during 2020 caused a huge impact on tourist activity all around the world. The analysis of tourist satisfaction during the peak season of 2020 in a mature coastal destination characterised by mass tourism allows disentangling the role of safety and prevention measures implemented. Thus, the aim of the present work is two-fold. In the first place, it examines whether the role of safety gained ground as a determinant of tourist satisfaction. In the second place, it also analyses whether the COVID-19 prevention measures also played a role. The data used for the analysis has been drawn from a survey that is yearly carried out to visitors of the Costa Daurada region, a very popular Mediterranean coastal destination located in Catalonia, in the North of Spain. With the object of comparing the determinants of tourist satisfaction prior to the pandemic and during the pandemic, the datasets from years 2019 (N=1,556) and 2020 (N=2,220) have been analysed. The questionnaires of both years' surveys, besides providing a wide range of information on tourists', travel and stay characteristics, also asked tourists to assess the following items: overall satisfaction, cleanness of the public areas, safety, kindness of the people, facilities for pedestrians, green areas – nature, signposting, cleanness of beaches and the sea, facilities on beaches and quality/price ratio. Tourists in 2020 were also asked to assess the prevention measures implemented for the COVID-19. A first descriptive analysis of the data reveals a dramatical change in the profile of tourists. It comes as no surprise that while in 2019 there were relatively balanced shares of national and international tourists, in 2020 the weight of international tourists was close to vanish. Moreover the demand for hotel rooms sharply dropped in 2020 and most of the visitors were repeaters. To assess the determinants of overall satisfaction in 2019 and 2020 exploratory Factor Analysis (EFA) and partial least squares – path modelling (PLS-PM) have been applied. Main results signal that altogether, the determinants of overall satisfaction in 2019 remained significant in 2020. Some differences have arisen nonetheless: the path coefficient attached to the beaches almost halved, whereas the one associated to general safety almost doubled in 2020. The reasons underlying these findings can be attributed on the one hand to the profound changes in the profile of tourist, and on the other hand, to the alteration of the tourists' preferences caused by the pandemic. Finally, no significant effect stemmed from the COVID prevention measures. In summary, while tourists appreciated the feeling of safety, this perception was apparently disconnected from the COVID-19 prevention measures.

Rural festivals and digitisation

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Aim: To analyse the implications of the digital turn for the rural arts festival sector and assessing future needs **Background:** COVID-19 ushered in a new era of festivals operating in the digital arena (Teevan 2020). With the possibility of physically staging work removed, festivals with means immediately moved online, entered a steep learning curve and began to realise new capabilities (Quinn 2020). Survive, Adapt, Renew, the report of the Arts and Culture Recovery Taskforce, recommends government support for digital capacity building and upskilling, arguing that it is required for the 'altered practices that derive from remote working, digital creation and presentation' (p.28). However, the pressure created by COVID-19 to turn to digital platforms caught the sector unprepared. It is trying to adapt, upskill and build capacity in the absence of a strategic guiding framework. There is now an urgent need to identify how the sector is reacting, to assess its needs and to understand how its artistic missions and practices are undergoing change. Arts festivals are particularly vital to the cultural vibrancy and social fabric of rural communities' country-wide. They contribute to society by providing amenities and reproducing heritage. Apart from their cultural role, extensive research attests to the vital function that they play in connecting communities, promoting social cohesion and building social capital (Jepson & Clarke 2015). Their value in strengthening rural economies and communities cannot be understated (Quinn and Wilks 2017). However, in a digital future, the sustainability of arts festivals, especially in rural areas is under threat if festivals lack the technological capabilities to function digitally, and if digital connectivity is not enabled. Ireland's national broadband plan is currently being rolled out and some 300 Broadband Connection Points (BCPs) have been selected as public locations to receive high speed connectivity. It is vital that the investment being made in BCPs is coordinated to deliver on other national policy objectives such as those outlined in AC strategy. It is critical that BCPs are developed so that they enable and sustain arts festival and related cultural activities in the digital sphere. This is needed to support creativity, livelihoods and cultural engagement in rural Ireland. **Methodology** To investigate the implications of the digital turn for the rural arts festival sector and assessing future needs, semi-structured interviews and industry workshops were conducted with a number of actors including stakeholder groups including residents, businesses, other cultural actors, known audiences and non-governmental organisations. **Findings** This paper presents emerging findings from an ongoing project investigating digitisation and rural festivals. Early findings show that the digital cannot replace the experiences of attending a festival in person. However, certain types of events such as literary or film festivals are more suited for online delivery. **Originality/Value** Recent decades have seen a dramatic increase in research output on arts festivals however, festivals in a rural context are often overlooked. This paper aims to address this gap.

Exploring the potential of Irish tourism Social enterprises to work together to attract tourists of the future

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COVID-19 has altered individual, business, destination and societal views about tourism. According to Galvani, Lew and Perez (2021, p.567) 'the pandemic will stimulate growing numbers of people, businesses and governments to adopt new ways of thinking, behaving and operating that are more closely aligned with the goals of sustainable development'. Thus tourists post COVID-19 are likely to have more interest in seeking out tourism social enterprises to ensure that their tourist spend will have a positive social impact. There are a growing number of social enterprises throughout Europe, with 13.6 million Europeans now working in the social economy (Özkan, Kara, Fiden, Ouzel and Ulusoy, 2019), and the importance and relevance of social enterprises in tourism have been noted (e.g. Mottiar, Boluk and Kline 2019, Sheldon and Daniele, 2017)). Within the literature the focus is most often on individual social enterprises or specific social entrepreneurs and 'we have little understanding of the dynamics at the interorganizational level between social enterprises' (Arenas, Hai and Bernardi, 2020). Yet to attract these more sustainable and globally aware tourists it will be necessary for Irish tourism social enterprises to work together. This paper asks who do tourism social enterprises in Ireland cooperate with? Are they primarily place, social issue or sector focused when they build these relationships? Do they see potential in building a network, and perhaps a trail, of tourism social enterprises to attract, and share, more tourists? This exploratory research takes a qualitative approach to unearth the views of tourism social entrepreneurs. The interviewees are selected from across the country, in both rural and urban contexts, and a by-product of the research is the beginnings of a map identifying tourism social enterprises in Ireland. This research contributes to the emerging academic literature of social enterprise in Ireland which is important as this sector is growing rapidly. Secondly it contributes to our understanding about co-operation between social enterprises which has been under researched to date. Finally, in terms of tourism this research contributes to the burgeoning interest in social enterprise in the literature and it may also have potential practical implications in terms of exploring the development of an Irish social enterprise trail or map for the post COVID tourist of the future who wants to behave more sustainably and understands the positive social impact their spending can have.

Unlocking the black box of tourism destination capability

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In a post COVID environment, tourism destination planning is particularly challenging, needing to focus on recovery and stabilisation (Bulchand-Gidumal, 2022), while acknowledging that tourism needs to incorporate pandemic planning, as it can act as an accelerant to the spread of infectious disease (Korstanje and George, 2022; Assaf et al., 2022). The pandemic also casts a light on the perennial issue of tourism sustainability, establishing its importance in the post-

Covid world (Assaf et al., 2022; Jones, 2022). There has also been a move towards greater use of technology leading to the growth of phenomena such as the 'digital nomad' integrating the roles of tourist and worker (Buhalis, 2022). These developments add additional complexity to tourism destination management, which by its nature involves multiple stakeholders (including public actors such as state tourism agencies and private actors such as tourism councils and practitioners), host populations, tourists, policy makers, and the cross-cutting dynamics that this panoply of actors involve (Lemmetyinen & Go, 2009; Baggio, 2020). This study is particularly focused on the role of dynamic capabilities (Zollo and Winter, 2002) which can help to manage tourism destination complexity in a fast-changing environment (Möller & Halinen, 2017), drawing on the Resource-Based View of the Firm (RBV) theory which seeks to explicate and diagnose sustainable competitive advantage (Teece et al. 1997; Wernerfelt 1984). In this model, the Destination Management Organisation (DMO) uses capabilities in orchestration (influencing and adapting destination actor resources), partnering (collaboration of destination actors) and visioning (making sense of the marketplace) (Möller & Halinen, 2017) to generate and modify key resources in the destination. Employing a longitudinal multi-case study research design in three Irish tourism destinations, several research methods were employed to collect information-rich insights, including semi-structured interviews, observation, and documentary analysis. The data analysis provides a profile of the three management capabilities, and yields insight into how they work, such as in the generation of shared narratives for destination marketing. The findings also illustrate how DMO efficacy is affected by the nature and interplay of these capabilities. There are also insights into the influence of the tourist area lifecycle model (TALC) (Butler, 1980) with each destination being identified at a different point in this cycle, illustrating the variances in the activities of DMO actors at the different stages. Therefore, the study makes a novel contribution to investigation of the relationship between DMO capabilities and life-cycle stage, as well as providing a capability-based framework to investigate destination management efficacy. The study establishes a basis for further research into the nature of destination capabilities and how they relate to the tourism destination life cycle stage. Implications for practice drawn from the findings include the need to embed key management capabilities through networking activity. Future research in different case settings, including internationally, to explore the role of culture, will strengthen the transferability of the outcomes of this study.

Emergence and co-existence of cultural identities of a tourism destination

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Intangible cultural heritage is a source of the cultural identity of a tourism destination. The cultural identity of a tourism destination is an amalgamation of cultural knowledge, category label, and social connections (Wan & Chew, 2013, p. 247). Thereby, cultural identity becomes a prerequisite for any tourism destination development (Zhang et al., 2020). These identities are formed by both top-down and bottom-up processes (Robertson, 2016). However, irrespective of

the processes, cultural tourism destinations may have more than one (cultural) tourism identity (Wan & Chew, 2013), where one of them (or more) may be considered as more dominant than the others, often influenced by the supply-side and demand-side (Benur & Bramwell, 2015). Taking a supply-side perspective, this paper explains how (dis)similar cultural identities of a tourism destination can emerge and co-exist with each other. A tourism destination can get its cultural identity(ies) from various intangible cultural heritage elements like food, festivals, dances, and music. The impact of some individual elements on a tourism destination has been well-researched, particularly from marketing perspectives of managing the brand image of a tourism destination (Lin et al, 2011). However, as cultural identities are bound to change so does the tourism destinations. Thus, giving the possibilities of multiple brand images based on multiple cultural identities. Using an interpretive research paradigm, 12 online semi-structured in-depth interviews with stakeholders of the supply-side (yoga teachers, managers of ashrams, retreats, yoga studios, representative of State DMO) were conducted between June 2021 and January 2022. All these research participants are based in Rishikesh, India. The findings showed various stakeholders of a tourism destination work together towards achieving and maintaining the cultural identity(ies). In the context of Rishikesh, particularly 'yoga' identity is very prominent, where the government provides infrastructural support and tax rebates. The government is also trying to maintain other identities of Rishikesh, especially as a pilgrimage destination and home to the hippie culture by diversifying the tourism product/service/experience. Although yoga identity is overshadowing other cultural identities of Rishikesh, the supply-side is also repackaging and bundling products/services/experiences of other cultural identities. Thus, this explains the sustenance and interdependence of various cultural elements rather than co-dependency.

Street-food vendors' challenges and hygiene practices towards covid-19 prevention

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The Covid-19 Pandemic is considered to be the world worst global tourism crisis ever, since its emergence in 2019, bringing the entire world almost to a standstill. The main objective of this study was to assess street-food vendors' challenges in safeguarding food-hygiene practices towards COVID 19 prevention at Coco-beach area in Kinondoni district, Dar es Salaam, Tanzania. Coco-beach street food vending businesses are often conducted by individuals who are unable to get regular jobs in the remunerative formal sector due to their low level of education and skills among other reasons. Coco-beach area is a popular tourist area in Dar es Salaam with more than two hundred food vendors who serve a large number of people, including tourists from all over the world. Before COVID 19, street food vendors in the area were providing food services with minimal restrictions as far as food hygiene Standard Operating Procedures (SOPs) are concerned, However, with the emergence of COVID – 19 the need for safeguarding such practices has become critical and is highly enforced in the area by the health authorities. Despite such an enforcement, the food vendors are still struggling to safeguard the practices something that calls for a thoroughly research on the challenges that they are facing. Therefore, the study was specifically aimed at assessing the level of food safety awareness among the street food vendors in Coco-beach area, identifying the Standard Operating

Procedures (SOPs) to be adhered by street food vendors in COVID-19 prevention and lastly identifying the role played by the government in ensuring food safety practices among the street food vendors. This study employed descriptive survey carried out in four (4) wards out of 20 in Kinondoni District Council. Eighty-four (84) interviewees were purposively selected for interviews which were tape-recorded and transcribed before being analyzed using content analysis and inductive coding to code the transcribed interview data. The study revealed that lack of education and proper training concerning food safety and experience, poor infrastructural support, close supervision and regulations of food safety all together acts as major challenges for these street food vendors in safeguarding food safety while vending Coco-beach area among others. The interviewed street food vendors gave out their opinions that proper training on safe food handling procedures and proper infrastructural and financial support like provision of affordable business loans, allocating special sites for street food vendors, within the city, having all the necessary amenities including supply of safe and clean water, proper toilet facilities and proper garbage disposal equipment, would be helpful in overcoming the challenges facing them in maintaining food hygiene practices.

Tourism participants' preference for high-speed rail: The role of pro-environmental behaviour

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Study on consumer behaviour in tourism often deals with the decision-making process of tourists when choosing a holiday destination (e.g., Pagliara et al., 2015; Gutiérrez et al., 2019). The choice of transport mode is an integral part of this process because the essence of tourism lies precisely in the movement of people in time and space and the connection of the residence place of tourists with the destination (Decrop & Snelders, 2005). Choosing more environmentally friendly modes of transport can help address climate change issues and promote sustainable development of tourism. In the context of sustainable mobility, the potential of the construction of a high-speed rail (HSR) and its effects on the sustainable development and competitiveness of regional economies are often discussed. This topic is also relevant for the Czech Republic where the construction of HSR is intended. To evaluate the potential of HSR in tourism, it is necessary to know the mobility behaviour of the tourists and their willingness to use HSR. Our research aims to reveal the factors which determine the willingness of the tourists to use HSR. In particular, it discusses the role of pro-environmental attitudes of the tourists and their previous experience with transport modes. The research design is based on findings from the scientific literature review on the impact of current mobility patterns and travel behaviour. In the proposed model, we assume the decisive role of previous experience with the use of a mode of transport for the choice of HSR. Therefore, it analyses the links between the various transport modes and the willingness to switch to high-speed rail on tourist-oriented journeys. Subsequently, we examine the influence of environmental attitudes and the tourists' personality profiles on the strength of these links. Data for the analysis were obtained

through a questionnaire survey in the three largest cities in the Czech Republic (i.e., Praha, Brno, Ostrava). These cities represent the key hubs in the planned HSR. The survey focused on tourism participants in the tourist-exposed localities of these cities. The sample of 1,800 respondents was selected using a combination of random and quota sampling. The quota was applied to the length of stay and nationality. The questions on the environmental attitude of the respondents were included. Using Kruskal-Wallis Test and subsequent contingency analyses, a strong link was identified between tourists arriving by train and their willingness to use HSR. Pro-environmental attitudes led to a strong preference for HSR. Similarly, the time spent on the journey and its purpose (e.g., business trip) affected the willingness to switch to high-speed rail.

The duality of tourism and smart city governance in urban destinations: an analysis of stakeholders' perspectives in Barcelona

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The last decade has witnessed a number of significant transformations in Barcelona's governance related to the city's evolution as a tourist capital and the emerging challenges. Different moments of change, notably political turns and social-environmental crises, have prompted adaptations in the municipal governance structure of tourism. At the same time, the smart city paradigm has attracted a considerable amount of attention in tourism literature and among tourism ecosystem stakeholders. This study aims to focus on the critical approach to the research field of tourism and destination management by actively disseminating new discussions, research directions, and recommendations for tourism management. This work investigates the evolution of tourism and smart city governance initiatives. On the one hand, looking at the documents of the different governing bodies and, on the other hand, at the results perceived by the actors involved in the tourism ecosystem along a time perspective covering the period from the 2008 financial crisis until the present times through a qualitative text analysis of stakeholder interview. This research wants to contribute to the characterization of Smart Tourism Destination, analysing interviews of tourism ecosystem stakeholders to answer the research question: How do stakeholders in the Barcelona tourism ecosystem perceive the development of the Smart strategy in the city. We build the hypothesis that smart initiatives have not been negotiated and disseminated thoroughly among the key stakeholders in the local tourism ecosystem, leading to a lack of alignment between what is proposed and what is actually developed, generating a duality between tourism and smart city initiatives, which make it challenging to achieve synergies between the two policies. The empirical work methodology consists of a content analysis of 26 in-depth interviews carried out with key representatives of Barcelona's private and public agencies, dissecting positionings and perceptions. The objectives of these interviews have been (1) Obtain the perception of stakeholders about the functioning of the smart ecosystem as a way of complementing and contrasting the conclusions of documentary analysis (plans and projects), (2) Identify the main stakeholders in the smart tourism process, and (3) Evaluate the degree of coordination between the smart city strategy and tourism governance. This study uses NVivo to analyse a dataset derived from interviews with tourism agents to disclose in the findings the differences and involvements depending on their role in the building of a smart tourism ecosystem. As for the theoretical contribution, this

study presents and discusses the tourism ecosystem stakeholders' perceived vision and involvement in smart city development. Our analysis shows the relationship and the stakeholder's involvement in tourism and smart city initiatives, as well as measures to what extent Barcelona is evolving or not towards a smarter and more inclusive destination. At first instance, smart city and tourism governance remain two separate domains, fleshed out through different agencies and stakeholder alliances. The findings alert tourism policymakers about the importance of qualitative data analysis and highlight the value that NVivo software can add to this process.

Stepping beyond religion: Conceptualizing pilgrimage through international volunteer tourism

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This paper conceptualizes the pilgrimage-tourism relationship in the contemporary world. It argues that pilgrimage offers a stage for rejuvenation in the contemporary era. In the 21st Century, the concept of pilgrimage travel re-emerged in tourism with a new identity that goes beyond the idea of pilgrimage as a journey to a sacred place. Building on this recognition, the present study examined how the experiences of international volunteer tourists can be part of the rejuvenation of the concept of pilgrimage in the contemporary world. Empirical data is presented in the form of 'portraits' (presenting each participant's rich story as a unique individual journey) from eight international volunteer tourists who participated in international volunteering projects through AIESEC (a non-political, independent and not-for-profit international volunteering organisation). Individual portraits were compiled using data from the interview transcripts and other information provided by participants, including social media posts, articles from blogging and photographs. The individual portraits were analysed using thematic analysis through an inductive approach following Walters (2016). Analysis of the portrait reveals that the pilgrimage in international volunteer tourism manifests through three key elements: meaning, ritual and transformation. The conceptualization of pilgrimage in international volunteer tourism goes beyond religion to emphasize spirituality. The portraits also revealed that encountering communitas and hardship were among the factors that enabled the participants to reflect on their lives and experience epiphany. Further, a range of profound and meaningful experiences from which psychological benefits, personal development and, most importantly, spiritual growth were derived from the experience. Accordingly, this paper provides a valuable insight into understanding the meaning of pilgrimage in the contemporary era and how it relates to tourism in general and particularly volunteer tourism.

An investigation into sustainability paradoxes in a dynamic and shifting tourism landscape

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When Font, Higham and Wu (2021) published their 'code red for sustainable tourism' in November 2021, the world had experienced unprecedented changes following nearly two years of a global pandemic resulting in unbelievable human tragedy, an acceleration of the Climate Crisis with muted success of the COP26 conference in Glasgow, UK (31 October – 12 November 2021), and a growing critique of the inadequacies of the neoliberal growth paradigm in confronting global sustainability challenges (Young 2020). This proved to be the pivotal moment in time to revisit a set of qualitative data which was collected in 2014 aimed at critically evaluating the judgement approaches of tourism executives of ethically complex sustainability paradoxes in a dynamic and shifting tourism landscape. The original data consisting of 15 in-depth interviews with tourism executives reputed to be leaders in sustainable tourism had remained unpublished with a view of conducting a longitudinal study. As such, eight years on from the original data collection, the time had come for follow-up in-depth interviews with the same original participants to answer the question: How do tourism executives navigate sustainable tourism paradoxes at a time of unprecedented change? The research comprises three core objectives: (1) to develop a set of proxy dilemmas representing a sustainable tourism paradox each that allow the investigation of ethical judgement approaches in a complex and dynamic tourism landscape; (2) to investigate the path of reasoning concerning these proxy dilemmas as expressed by tourism executives then and now; and (3) to analyse how tourism executives identify solutions to these proxy dilemmas. Paradox Theory offers a suitable theoretical basis (Schad, Lewis and Smith, 2019; Smith and Lewis, 2011) to chart the tourism practitioners' moral reasoning paths. Thereby, an original analysis of the moral ambiguity of sustainability was developed combining a paradox theoretical perspective. Structural narrative analysis was used to chart the path of negotiating these sustainability paradoxes. Findings indicate that while paradox awareness is great, the wish to take radical action remains muted. Tourism is still seen as a desirable, 'green' industry and panacea to overcoming sustainability paradoxes. Respondents remain convinced that technological advances will pave the way out of global sustainability challenges. However, it is noted that optimism has reduced since 2014, and respondents acknowledge that more critical debate within the industry is needed to overcome inertia and deflection of responsibilities. This analysis advances conceptual understanding, questioning the sustainability's ethical complexity and contributing to literature at the academic juncture of tourism ethics, management and sustainability. It can also serve practitioners to guide their reflections and judgement approaches, and business ethics educators in developing ethical decision-making skills.

Interpreting the nature heritage: Observation towers

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Observation towers, as one of the ways for interpreting the nature heritage, could represent the unique opportunity to develop eco-friendly and sustainable tourism in protected areas. Thus, this presentation discusses and presents some observation towers in Lithuania's protected areas, when presenting three concrete cases: The Treetop Walking Path, Nemunas Loops Regional Park Tower and Labanoras Regional Park Observation Tower. The Treetop Walking Path, which is the only one of its kind in the Baltic States and even in Eastern Europe, was opened in 2015 in Anykščiai Regional Park. It presents a unique opportunity to develop eco-friendly and sustainable tourism in Lithuania's protected areas. It helps to reveal different colours, sounds, smells and images of the peace of nature throughout the four seasons of the year, and essentially aims to remind the visitors of the meaning of the relationship between man and nature. Towering 51 metres into the sky above the Nemunas Loops Regional Park, this is the king of the country's observation towers. With its unique structure that evokes the tower of a defensive castle or a church belfry, and a platform which stands 45 metres above the town, this becomes a must visit attraction. At 36 meters high, the observation tower in Labanoras Regional Park is the second tallest in Lithuania. And climbing up the spiral staircase, it will make the amazing possibility for the bird's eye view of the forests and the Baltieji Lakajai and Juodieji Lakajai lakes, with their many islands and peninsulas. Thus, presented concrete cases reveals as the human nature to enjoy a view, getting the higher ground and taking in the surroundings. It could be concluded, that observation towers, as the nature heritage interpretation tools, allow visitors not only to climb and observe their surroundings, but, as well, represent the unique opportunities and challenges when developing eco-friendly and sustainable tourism in protected areas and when providing the possibilities for the unique and unexpected landscape memories development.

The 'Conscious Design Code': a sustainability awareness tool for tourism & leisure students

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Our world faces enormous sustainability challenges - social, environmental and economic. From this perspective, the United Nations defined the Sustainable Development Goals (SDGs). Given that sustainability is now an essential aspect of the tourism and leisure industry and education,

students lack knowledge of the SDGs and share a shallow view of sustainability. This study presents a 'Conscious Design Code' – a tool developed to support tourism and leisure students in addressing sustainability issues in their co-design processes. We define 'Conscious Design' as an essential part of developing concepts with positive societal impact since sustainability starts with awareness, thorough evaluation and conscious design decisions. Based on established models in the literature, three essential dimensions of sustainable development: environment, society and economy, were identified and divided into ten sub-categories/criteria. The criteria are arranged in a wheel to imply the absence of hierarchy, and assigned a set of guiding questions per sub-criteria to trigger independent thinking inspired by theories in literature and findings from qualitative study. The tool was tested in empirical research placing the criteria in the context of a 'Roulette Game', which was found to aid students with the brainstorming process. Findings from testing revealed that the Conscious Design Code broadens their horizon concerning sustainability, expands their knowledge and positively influences their decision-making, as the tool is compact, easy to understand and apply. Authors conclude that used in a co-design context as a reflection, development and evaluation tool, the Code, fosters design solutions that contribute to sustainable tourism development. This article also indicates how the tool can be adjusted depending on the specific context and tailored to other environments. This suggests it could, therefore, be relevant for other stakeholders within tourism, beyond educational institutions.

Factors influencing the effectiveness of the professional tourist guide

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The tourism experience is an immersive activity within non-familiar environment. Therefore, both psychological and behavioral variables explain the thrill, cognitive processing and the social/emotional response/outcome emanating from that experience. The job/task of a professional tourist guide is to interpret/decode the environmental elements (cultural/natural) the tourists captures by their sensory organs by providing a meaningful framework to understand the symbolic and contextual patterns of that new reality. As far as we were able to notice there is gap in the literature in modeling the relation between the professional tourist guide's goals and the results they considered achievable. However, before measuring the variables and estimating a model we (methodologically) need to identify the factors/variables and learn how they are related in the perspective of the professional tourist guide. Research questions: RQ1: What factors/variables will determine the expected professional tourist guide effectiveness? RQ2: Which goals, planning procedures and interpreting techniques are more specifically assigned to each interpreting domain (nature/geoparks, Culture/monuments heritage and wine/gastronomy)? Research method and preliminary results: We have undertaken in-depth non-structured interviews with 8 professional tourist guides. Content analysis allow us to identify the following factors/variables: - Goals (Repeat visit, recommending, respecting nature/heritage, sharing contents on social networks,...) - Planning activities (topics, itineraries,...) - Interpretation techniques and communication approaches (e.g. storytelling, q&a, humor, role-play, tasting sections, workshops...) - Interpretation methods (apps, AR/VR, gamification,...) -

Skills/training - Role perception (entertain, lecturing, caring,...) - Self-profile (empathy, leadership,...) - Expected efficacy of the professional tourist guide The domain of the interpretation – nature, cultural heritage or wine/gastronomy – is instrumental on the definition of the type and degree of application/usage of each component integrating each factor/variable.

The transit of (slow) tourism

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The 'transport of tourism' is often overlooked in tourism research, and accounts of it are mostly considering how much a destination is accessible in a functionalist way. On the contrary, our aim is to make sense of transportation in tourism, and particular of the transit it involves with a specific reference to slow tourism experiences. The labels of 'slow travel' and 'slow tourism' are commonly used today to describe forms of holidaymaking that are different from mainstream contemporary tourism in the context of the affluent world. Among the diverse dimensions it entails, one relates to the mode of transport chosen to move within the locality and to reach a locality. In this presentation, we will present the early results from an exploratory online survey that will be submitted during Summer 2022 to enquiry the experience of transit during a holiday trip. A specific focus will be posed on those tourists that consider themselves to have embarked on a slow tourism kind of holiday. If this is, for instance, a walking holiday on a walking trail, how have tourists reached their holiday starting point? Most probably, this will be done through diverse transports mode, which may include fast trains, cars or even flights, besides walking. If it is so, how do the entanglements of these diverse modes of transport – which imply diverse speed, rhythms and sensoriality – contribute or disrupt the attunement to 'slowness'? By answering these questions we will problematise transit in tourism in a phenomenological perspective, and we will locate multi-modal transport infrastructure in a tourist mobilities framework, while also clarifying some relational aspects of slow tourism.

Entrepreneurial Marketing Strategies of Sundarbans' Tiger Widows (Bagh Bidwa)

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Rural women in developing countries like Bangladesh have been facing various socio-economic challenges due to a patriarchal society as well as a lack of education and resources in tourism and hospitality avenues, women are losing interest to operate their businesses. In addition, there are many women entrepreneurs are sorely losing their businesses in tourism sectors due to a lack of mainstream marketing knowledge and therefore, they suggested that further innovative entrepreneurship research is needed for women to maximise the profits from their

business. Further, in rural areas like the Sundarbans in Bangladesh, tourism has brought a window of opportunities for rural women to start their businesses and to bring social, economic, and environmental well-being. Research also revealed that entrepreneurial marketing (EM) has played an important role to reduce gender differences and helping women to run their enterprises more smoothly as well as helping women to take their own decision to operate their firms. However, studies on women entrepreneurship specifically entrepreneurial marketing in relation to study small and micro-enterprises are owned by women have rarely focused on the context of sustainable rural tourism (SRT) ventures thus, this study aimed to fill a key gap in the research by critically undertaking the EM theory to conceptualise women entrepreneurs contribution to SRT in the Sundarbans area of Bangladesh. It means this study will bring new dimensions of marketing strategies that women entrepreneurs employ in the Sundarbans by addressing the key research question of “how different dimensions of entrepreneurial marketing strategies are sustaining women leading enterprises as well as helping them to achieve sustainable rural tourism development in the Sundarbans area of Bangladesh”. Further, this study implied participant observation and semi-structured interviews and employs a visual ethnographic approach, which was deemed the most suitable to capture the life stories of the Sundarbans women entrepreneurs and their entrepreneurial practices to develop SRT. Where, thematic narrative techniques are used to analyse women entrepreneurs' views to construct a newer framework for women's entrepreneurship and sustainable rural tourism development context. Moreover, the analysis revealed that women in Sundarbans regions are remaining dependent on Sundarbans natural resources to develop their enterprises such as honey and crab business. In addition, women are also operating farming, handicrafts, food production and other tourism businesses like tour operators or leading eco cottages. Nevertheless, this study identified that due to a lack of marketing strategies women entrepreneurs are facing major challenges to enter the local and national market as well as the majority of profits grabbed by the third party. Therefore, this study will contribute to tourism stakeholders, policymakers and researchers who intended to work for women entrepreneurship and their contributions to SRT where they can implement this framework practically.

Evolution of Irish normative holiday behaviour and its influence on responsible tourism

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Social norms have a powerful influence on our behaviour, with the actions of our neighbours and peer groups reflective of our own behaviour. At a sub conscious level, adhering to norms is hard-wired into society, which suggests that we might be unaware of their influence on our own behaviour. This research traces the evolution of normative holiday behaviour and its acceptance within Irish culture. The research was conducted to gain an understanding of the influence of social norms on holiday behaviour. Two forms of data collection were used in this research. The Life History and Social Change project recorded social change in Ireland over the twentieth century by means of interviews which were then archived. This archive was examined and the oral history accounts of fifty-eight transcripts were analysed. Extracts that made specific reference to travel or holidays were noted for each transcript. The extracts were then collated by decade, with the social changes in behaviour observed. The second form of data collection was conducted in 2019 and early 2020. Within a social constructivist paradigm, a whole-family research methodology was adopted to establish current understanding of normative holiday

behaviour. Twenty-seven semi-structured interviews across nine stages of an established life cycle model were conducted. Tracing the normative behaviour of Irish society through the twentieth century illustrates the gradual acceptance of holidaying within Irish culture. The family interviews provide an understanding of current holiday behaviour. Taking a holiday has moved from been an unusual occurrence in the 1920's to an aspect of normal life a hundred years later. The findings outline an understanding of a holiday at an individual level and establish that taking a holiday has become normative behaviour. The impact of tourist behaviour on society has been well-documented, with recent research emerging in the area of responsible tourism. In brief, responsible tourism is our own personal response to the various impacts of tourism on society. As tourists, we must have more than an awareness of our actions. We are accountable for our own actions and must now become liable for our behaviour. This accountability of our behaviour can be regulated through social norms. This research contributes an understanding of Irish normative holiday behaviour. The implication of this research highlights the need for a shift in normative behaviour, which may lead to more responsible tourism.

Is the Cyprus Tourism Governance model resilient enough to withstand turbulent times?

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As destinations strive to improve their decision-making processes, planning strategies and coordination activities (Ayikoru et al., 2009), a shift has been noted in tourism planning in the last decades from centralised government structures to a decentralised form of governance. In this context, private-public partnerships (PPPs) have become a preferred form of network for tourism participation and collaborative policymaking that may promote inclusive and effective governance (de Bruyn and Alonso, 2012; Farsari, 2021). Specifically, PPPs represent a holistic form of governance that may bridge public and private interests, help to distribute power among tourism stakeholders and integrate capabilities and resources (Farmaki, 2015). As such, PPPs present a potentially appropriate vehicle for achieving sustainable development in tourism as, by democratizing policymaking and promoting a wider participation of stakeholders in decision-making, destinations can improve their resilience towards environmental and socio-economic pressures emerging from the tourism activity (Farsari, 2021). The literature widely supports that where PPP network models have been adopted, destinations became more resilient to changes and could, when the need arises, better pave their way into recovery. Due to their confined size and subsequently their restricted carrying capacity, tourism influx can easily overwhelm an Island destination, especially if it's an attractive one. Governance in small Island destinations is of particular importance to ensure the appropriate use of resources, to address existing challenges brought about by tourism and to improve planning strategies so that the wellbeing of the local community is not compromised at the expense of tourism development. The paper examines tourism governance in a small island context by focusing on the Island of Cyprus, a popular sun and sea destination in the Eastern Mediterranean basin, which relies heavily on tourism for its economic prosperity. Against this background, this paper holistically evaluates the tourism governance pattern on the Island of Cyprus. Towards this end, content from multiple sources was analyzed in an effort to identify and draw the governance patterns that have

prevailed from 1960 when Cyprus became a sovereign country, till today, passing through 60 years in retrospect, that is, passing through all its stages of evolution, some of which were turbulent and some euphoric, before reaching the maturity standing of today. In doing so, the factors that have led and have influenced the governance model that has prevailed are identified, discussed, and criticized. Following up, the paper critically assesses the pitfalls of the heavily centralized governance structure which has prevailed over the years and proposes a new, PPP based governance model that is forward thinking yet resilient, embraced by an adaptive structure that moves along with the times; is able to adapt to current trends; reflects the true needs of the destination; focused on the Island's competitive advantage; takes sustainability and carrying capacity into serious consideration; and, amalgamates development with the needs of the host community and the environment.

Collecting memories of the futures into a reversed archive: the case of 'Brussels 2030'

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Cityscapes do not simply 'exist' in themselves but are continuously brought into being in and through mutual and complex interactions between urban space and its publics, between institutional structures and daily agency, between context and text, between macro and micro, between the material (tangible) and the discursive (intangible), to name but a few. Standing up as a candidate for becoming European Capital of Culture (ECC) necessarily provokes cities to sharpen and question at least a couple of these aspects. In 2016, the Brussels Capital Region denounces to go all out for the title of European Capital of Culture (ECC hereafter) in 2030. That the project will have to extend beyond a short-lived, spectacular event year is quickly apparent from the initial statements of the involved policymakers, in which particularly a shared narrative, a Brussels identity and interculturalism stand out as key priorities. The foregrounding of the city's ECC-candidacy as momentum to connect, create a shared story and construct a network of intangible cross-sectorial wires in the Brussels context is in line with a general tendency in the approach of ECC's not just to establish a solid external identity, but even more so to explore and recalibrate the city's internal narrative and identity (e.g. Palmer & Richards, 2009: 6). This paper examines how the ambitions of Brussels 2030 can serve as a leverage for establishing a collectively imagined Brussels' identity. More concretely, it combines insights and methodologies from the academic fields of Futures Studies and discourse analysis to reach the twofold goal of, on the one hand, critically zooming into the concept of ECC and its surrounding systems of meaning in the Brussels context – i.e. 'discourses', and, on the other hand, empirically capturing, stimulating and nurturing images of the futures of the people of Brussels. The paper presents the first experiences with and insights from (1) a recently finished collective bachelor thesis' project with a group of 45 third-year students in Tourism and Leisure Management (Erasmus Brussels University of Applied Sciences and Arts) on the topic of 'Brussels 2030', and (2) a futures workshop series with artistic interventions with 'Brussels 2030' stakeholders, focusing on imagining preferable futures for Brussels. Albeit different in set-up, goals, and duration, both sets of data share a common valorization objective in their connection of intangible images of the futures for Brussels (discourse) with tangible expressions or representations of these imaginaries (material). Together they culminate in a first set of discursive-material – or intangible-tangible – threads that are co-creatively captured in an ever-growing 'reversed archive' of memories of Brussels' futures in which the narratives about and

imaginations of Brussels' futures are collected and materialized in the run-up to Brussels 2030. From a critical discursive approach to sense-making in the present and collective foresight for the futures, the research adds up to the futures literacy of the people of Brussels and their feeling of social ownership; two crucial aspects for accomplishing the envisioned 'city project', both in its discursive and material forms.

Unlocking intangible cultural heritage's tourism potential: examples of stakeholder involvement, and dynamics

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A well-contextualised and -managed cultural heritage experience has the ability to generate an array of benefits such as enhanced emotional reaction and greater appreciation of cultural heritage by the visitor, longer and repeated stays, positive word-of-mouth, as well as a host of positive socio-economic impacts for those who identify as custodians. However, current experiences are mostly fragmented with key attributes of heritage not completely or sustainably unlocked. Tourism providers mostly build tourism offers around tangible heritage elements, while intangible or living heritage is often left in the background. This is mostly because a certain ignorance exists pertaining to what intangible heritage is, its importance, its potential but also its fragility, and most importantly, a lack of guidelines to fully unlock and valorise intangible cultural heritage towards a well-contextualised tourism offering. Thus, a three year project was started in 2021 with the aim of creating a better understanding of intangible cultural heritage, its place in tourism, and how it can be sustainably valorised, while taking all cultural heritage stakeholders into account. The envisaged end-deliverable is a book with guidelines, targeting tourism stakeholders, on the sustainable incorporation of intangible cultural heritage in a well-contextualised visitor experience that will provide the aforementioned benefits. Within this larger project, case studies were analysed. Four cultural heritage sites underpinned by intangible cultural heritage in Belgium and the Netherlands were identified from host of selection criteria. A qualitative approach through phenomenological design was followed during which desk research and 13 in-depth online interviews (via MS Teams©) were done with key stakeholders at these sites. Besides the identification of multiple valuable lessons learnt and opportunities, the main finding was that a lack of stakeholder involvement, participation, and cooperation, both on heritage and tourism's 'side', lead to negative impacts at cultural heritage sites, its management, and visitor experiences. It diminishes the perceptions, safeguarding, and valorisation of intangible heritage. Such impacts include an uncontrolled tourism flow (in some instances), unequal distribution of income, disempowerment of the heritage community, and a general lack of interest, placing the future of the intangible heritage on the precipice. Additionally, there is ignorance regarding intangible heritage and its role in tourism as certain stakeholders find it difficult to unlock the tourism potential of activities/ideas that are less tangible. Lastly, marketing messages can sometimes be somewhat skewed, creating

misperception among potential visitors, furthering negative impacts. This research not only supports intangible heritage tourism literature, but also provides practical examples of the consequences of a lack of stakeholders involvement or cooperation as well as ways to move forward with such stakeholders. In line with the UNTWO and UNESCO, the researchers confirm the need for a neutral broker, someone to bring stakeholders and their interests together and find a common ground. Furthermore, the heritage community is the driving force behind an intangible cultural heritage practice. Creation of a supporting foundation and network, together with a focus on their capacity building in a tourism context, could be an impetus to a more sustainable and balanced cultural heritage tourism experience.

Entrepreneurship of lifestyle migrants: comparative narrative analysis in Sweden and Spain

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This paper represents ongoing research within the framework of Movement Continuum and aims to contribute to the conference's objectives regarding conceptual advance on the traditional and new categories of mobile actors (tourists, migrants, travelers, students, digital nomads and etc.), and forms of mobilities including tourist spaces and aspects of lifestyle migration. We closely analyze a tourism-migration nexus under the new mobilities paradigm by looking at the complex and personal experiences of mobile actors through their previous mobility and their further (re)construction of self, place and entrepreneurship. The paper compares narratives of Russian-speaking communities in Spain and Sweden related to mobility and entrepreneurship issues through semi-structured qualitative interviews. In the paper we pose the question of the importance of "place" and "symbolism" of the destination for the mobile actors to create a sense of home, a stable life and a productive business. By bringing to the forefront questions about mobility, entrepreneurship and place we ask: - How do the mobile actors create a symbolic destination? - What common "pull" factors can we identify for urban spaces? - To what extent does the psychological transition within the Movement Continuum help to create self and place? - Are there new insights in the profile of the mobile entrepreneurs? - Are "ethnic" issues and emotional ties really important for mobile entrepreneurs? The interviews are with the same target profile (the Russian-speaking community) in urban areas in both Sweden and Spain. Taking into consideration the difference in climate conditions, language, economic and socio-cultural factors of the chosen spaces, we illustrate both the commonalities and differences of these target profiles in order to conceptually broaden terms such as "migrant entrepreneur" or "mobile entrepreneur". The paper will

conclude by suggesting that the movement continuum, through mobility and tourism, helps the transformative experiences of these Russian entrepreneurs.

Cooperative learning as a platform for development of soft skills in the tourism context

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This paper aims at presenting the results of an experiment of cooperative learning approach, implemented within the context of INCOME Tourism project (Erasmus+, KA) at the Instituto Politécnico de Viana do Castelo, Portugal. The project proposes an innovative learning program, integrating HEIs and businesses, dedicated to facilitate the development and enhancement of soft skills in a real working context supported by in-company tutors and University tutors – the learning trios. The results of the work developed by the learning trios, IPVC students and tutors, in close consultation with the companies' representatives, are presented. The relevant skills that graduate students should develop in order to improve their employability, the design of the disciplines, but also the conditions for these skills to be acquired and put into practice, but also the upskilling of the in-company tutors are discussed. Cooperative learning is key in the future of education. According to OECD and EU, higher education institutions need to focus on their local and regional communities, and to addressing local economic and community needs in their teaching and research, through collaborative learning approaches.

New Challenges in the Management of Sporting Events in Portugal post COVID-19

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Sport tourism has assumed an increasingly important role in the world tourism panorama, being seen by several nations as a strong strategic catalyst for the individual and collective development of territories and their communities (World Tourism Organization & International Olympic Committee, 2001; Gamon & Robison, 2003). Sport tourism is today a multifaceted and complex sector (Bouchet & Sobry, 2019), currently positioning itself as one of the segments with the highest growth rate in the tourism industry (Hritz & Ross, 2010, Chang et al., 2020). In fact,

according to the World Tourism Organization (UNWTO), it is estimated that sports tourism, in the years that preceded the COVID-19 pandemic, generated annual worldwide revenues of around 800 billion US dollars, representing about 25% of the total income generated by the tourism sector (Li et al., 2012; UNWTO, 2020). In Portugal, Sports Tourism has experienced profound growth over the last decade, now estimated to be worth between 10% and 25% of total international travel and tourism revenues (PwC, 2021). Portugal has been placing focus on the organization of sporting events as a strategic tool for the internationalization of its image as a sports tourism destination. The COVID-19 pandemic has brought drastic impacts to the tourism sector (Herbold, 2020) which caused profound changes regarding the development of sports tourism offerings, especially in the promotion of major sporting events (Nauright et al., 2020; Barua & Bardhan, 2021). These changes result in new challenges for the Destination Management Organizations (DMO), namely, in the development and management of attractive innovative offerings that encompass all the necessary social measures inherent to the paradigm shift associated with the COVID-19 pandemic. In this sense, and to guarantee long-term viability, sustainability, competitiveness and resilience, moving into the future, urges the need of new composite and comprehensive studies for the sports events tourism sector, which can evaluate existing sports tourism strategies and provide new guidelines for the development of new management frameworks (Daniels & Tichawaa, 2021; Nhamo, et al., 2020) Thus, in light of these challenges, this research, through the implementation of a quantitative content analysis, aims to provide new knowledge for the development of innovative management frameworks by Destination Management Organizations (DMO) for the sustainable development of sport tourism events in Portugal.

Bonding, Bridging and Linking Social Capital in pursuit of World Heritage Designation

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Contemporary discussions on the UNESCO World Heritage nomination process indicate the critical importance of facilitating the local community to input into, and influence, the decision-making process about the future of their heritage and to encourage their sense of ownership and connection to their collective story (Waterton & Watson, 2013). Applying for World Heritage designation is a long and arduous process and while it is the role of government to submit an application to UNESCO, it can only do so by collaborating with the local community. Since 2013, the Valentia Island Development Company has led a bottom-up approach in pursuit of world heritage designation for the Transatlantic Cable Ensemble on the Island in partnership with its sister cable station in Heart's Content, Newfoundland, Canada. This application will be Ireland's first application in twenty-six years, and its first trans-national industrial heritage application. The objective of this paper is to explore the role of social capital in a bottom-up approach to heritage

conservation and the pursuit of world heritage designation, as it relates to the sites associated with the first transatlantic cable. The action research approach used in this study brings action, reflection, theory and practice together in finding solutions to practical problems (Reason & Bradbury 2008). Social Capital is a theoretical concept which describes the relationships between individuals and social networks and can be differentiated into bonding, bridging and linking social capital (Putman 2000). The study draws on social capital theory, to highlight how the different types of social capital can be used by communities to maximize the participation and engagement of relevant actors in the world heritage nomination process. Linking social capital has been mostly overlooked in the literature and this paper addresses that gap by highlighting its importance in one community's attempt to be named on the Irish World Heritage tentative listing, the first step in the UNESCO World Heritage designation process. The findings include examples of good practice in community led bottom-up approaches to world heritage as well as discussing the difficulties and challenges that the approach presents. Action research aims to generate both practical and theoretical learning (O'Leary and Coghlan, 2022). From a practical perspective, the learnings captured in this paper will further inform other world heritage projects, as well as Valentia island's ongoing journey beyond tentative list designation. From a theoretical perspective the paper addresses a call for more conceptual clarity around the concept of linking social capital.

Exploring 'Smart and Green' Concepts in the Irish Hospitality Sector - 2022 & Beyond

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As the Tourism and Hospitality sector moves forward from the Covid years through 2022 and beyond, it can be stated without doubt or hesitancy that 'smart and green' issues has never been so pertinent for the sector. The industry must look to opportunities like sustainability and digitization that will shape future dialogue and strategy. It is envisaged that the hospitality industry of the future will differ substantially from what we have known as tourists and academics, due to rapid developments in artificial intelligence and smart technology. Thus, it is becoming apparent that cutting-edge development in tourism planning is urgently required. This paper explores key components of the 'smart and green' agenda among Irish hotels in the Republic of Ireland, how they are interrelated and can best be leveraged to improve the sector offering and customer experiences. While the multi-layered fusion model of 'smart and green' hotels is rapidly emerging as the new theme in the sustainable tourism industry, previous literature did not address issues in relation to a lack of commitment from Irish hoteliers. While it is true that Irish hotels are more conscious about the environment, there appears to be a high degree of variability in green practices between hotels. Meanwhile, the increasing penetration rate of artificial intelligence (AI) in hospitality globally has also led to some concerns among Irish hoteliers. Achieving a balanced view between 'smart' and 'green' concepts is an immense challenge for many hotels despite known benefits. To provide a structure to the multilayered topic, this research is framed around two significant areas, 'smart and green' concepts and how

these may influence visitor attitudes towards such hotels. A post-positivism paradigm was adopted for this study, with in-depth interviews undertaken with key stakeholders in the Irish context. New empirical data indicates that most hoteliers were positively receptive towards the 'smart and green' model despite apparent challenges. Interestingly, this study reveals that despite rapid advancement in the space of artificial intelligence technology, most visitors to Ireland still seek the famed 'Irish hospitality', which is built upon human interaction. Findings from this research demonstrate that, albeit pressing concerns, AI technology will emerge as one of the main pillars to most operations within a hotel. Furthermore, given its wide outreach, social media marketing is postulated to be an important driver towards extensive acceptance of any form of new technology. Thus, as important as green and sustainability is to the industry, artificial intelligence and smart technologies are being earmarked as 'up-and-coming'. This study has adopted a radical approach to revolutionize the traditionally slow-moving setting within the Irish hospitality industry. This exploratory study has outlined the views and challenges of the 'smart and green' hotels concept from the perspective of Irish hoteliers, which is beneficial for all stakeholders, policy makers, agencies and government to work on publishing a sustainable holistic action plan for the industry. Consequently, this will serve as an underpinning justification to developing an evidence-based set of recommendations in relation to 'smart and green' hotels.

Climate care or carelessness? Understanding the tourism practices of young adults

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Recent years have witnessed an escalating concern about climate change. Not least young adults organize themselves in climate justice groups and voice their worries through debates, campaigns and protest rallies. Moreover, climate change has been shown to generate feelings of fear, anger, helplessness, and guilt in significant proportions of young adults (Hickman et al, 2021), to an extent that even climate grief groups are emerging. Simultaneously, studies show that the desire for exploration and experiencing the world is still strong in young adults (Richard & Morrill, 2020), and so conflictual values, norms and choices may be particularly significant in this group of travelers. In fact, several studies argue that young travellers' values, motivation and practices are still a bit of a black box (e.g. Cavagnaro et al., 2021), which underscores the need for further research. On this background, this study focuses on the ways in which young adults negotiate and practice sustainability issues during holidays, how sustainability compares to other factors influencing holiday choices, and the conflicts and coping strategies this may result in. Being set in a post-pandemic context, the study also considers whether the Covid-19 crisis has been instrumental in disrupting the path dependencies of young travellers. On the one hand, the lock-down demonstrated the environmental impact of not least transportation activities, ironically through the absence of these; on the other hand, two years of more or less isolation may have spurred the need for increased interaction with the world. Theoretically, the study draws on concepts such as the knowledge-action gap, cognitive dissonance and goal conflicts, which all point towards dilemmas between values, norms and practices, between what we know is morally right and what we like and have the economic means to pursue (e.g. Kreusen, 2013; Wormbs & Söderberg, 2021). Empirically, the study is based on a longitudinal research design consisting primarily of qualitative interviews with young adults (aged 18-25), conducted repeatedly over a 3-5 year period. Establishing such travel biographies will help trace

the effects of the pandemic crisis over time, as well as identify possible developments in sustainability related concerns and dilemmas as the interviewees grow into more experienced travellers.

When tourism goes rural: Rethinking mobilities and new rurality in rural spaces

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The attractiveness of rural tourism is largely dependent on the feature of “rurality”. However, there is still a debate among scholars related to the conceptualization of rurality. Rural areas are understood as spaces of consumption in post-productivism and reproduction of new meanings as commodified signs through emerging rural identities, local heritage, and rural experiences in post-modernity and post-rurality. From a mobility perspective, the rural space is often perceived as nature, tradition, and an isolated place, which is both physically and socially disconnected from the process of globalization. However, if we examine a little closer, the rural areas are subject to changes and are actually on the move, as always. We can see how rural space and processes of local development both affect and are affected by mobility in ways that change rural conditions rapidly. This is because mobility can be depicted as the accelerated insertion of economies and accessibility of rural tourist destinations through infrastructure and transport system developments. The increasing popularity in rural areas of long-distance commuting or expanding digital infrastructure in rural areas, for example, highlights how mobilities can lead to the creation of “new rurality”. Through this study, we would like to recast the construction of new rurality as a post-effect of mobility and discuss the position of rural tourism in transition toward new rurality, particularly in the context of Spain. To understand the new rurality, the study draws on Massey’s development of space theory to explore how rural space can be interpreted as a dynamic simultaneity and constantly always under construction of new relations. It means space is always in the process of being made, it is never finished or never closed. Therefore, in the paradox of new rurality and rural tourism, rural places need to be interpreted as the intersections of complex flows of people that involve different spatial scales and temporalities of movement. We recognize that the flows of tourists mean that rural spaces remain in a continual state of fluidity, always being remade, never completed and, therefore, it is also open to the future. In this sense, rural places retain their local distinctiveness, but they are also different from “how they were before”. Then, what kind of future face is rural tourism making? Perhaps the answer to the question is more about finding new ways to frame rural space as the product of interrelations, as a medium of multiplicity and dimension of co-existing actors. Otherwise, there is a danger that debate will not progress beyond the earlier rural concept and rural tourism will continually be interpreted as a multi-sectoral rather than as a genuinely interrelated venture.

Local responses to adaptation and communication of climate change: a Croatian case study

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This exploratory research focuses upon complexities of adapting to climate change and communicating climate issues with tourism destinations to ensure their preparedness for future climate change. Using the Croatian case study destinations of Mali Lošinj located on the Island of Lošinj and the inland mountainous region of Gorski Kotar, future climate scenarios were modelled for both destinations using the IPCC general circulation model. The tourism climate index was run through the scenarios to see which tourist activities future climates will support. The scenarios for Mali Lošinj were developed for the present day and for 2030. The findings demonstrated activities in 2030 could essentially remain the same as today, but as seasonality shifts, there will be more scope to extend the season into Spring. Further, over the course of two workshops held with the Island's tourism stakeholders, a sophisticated understanding of climate change and potential impacts for tourism on the island were conveyed. For Gorski Kotar, the findings were somewhat different. The scenarios looked further into the future - to 2050, and showed that future climates within Gorski Kotar will not support winter sports tourism, meaning new products will be needed by 2050. During the summer months, the coast will be significantly hotter, displacing visitation into an ill-prepared interior region. New products such as rural, heritage, culinary and nature-based tourism will be required. Across the two workshops hosted with tourism stakeholders from Gorski Kotar, a vague understanding of climate change and its potential impact on the region was demonstrated. Bringing the findings of both climate forecasting studies together reflecting upon the outcomes of the two studies and the discussions in the workshops, we decided to focus upon how to communicate climate change to different groups of stakeholders. In consequence, a Delphi survey with 11 Croatian communication and media experts was employed to explore how best to frame the climate message for different segments of the tourism industry. The Delphi survey sought to explore who the messenger should be; how the climate message should be framed; what language, visuals and media should be used; and any mistakes and challenges that might be encountered. The Delphi survey found that climate change should be communicated using simple messages and terms, focusing on the local and sustainability. Positivity and optimism conveyed through both language and image are considered more effective than use of negative terms. Politicians and scientists are considered as preferential climate brokers, with social media and television the best media outlets to disseminate messages. Overall, the focus of climate change messages should be upon the individual to demonstrate specific and realistic narratives through communication. Standardisation of messages with a strong focus on awareness raising and education can also be effective routes to influencing change. The findings of our research have the potential to instigate and create real change within the tourism industry, not only within Croatia, but internationally. The findings seek to support tourism destinations (DMOs and

stakeholders) in planning and successfully delivering tourism products in a future where climate change is inevitable.

Social representations of transportation: experiences from tourism destinations in sparsely populated areas

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In this paper, we address the social dimension of tourism transportation through the lens of social representation theory. Travel is a social and cultural phenomenon and the social and cultural assumptions that underlie reported attitudes to tourism transport and related planning have barely been investigated. In this paper, we explore the multiplicity of social realities that underpin our attitudes towards transport, tourism, and subsequent planning. Our study is based on semi-structured interviews with stakeholders at two tourism destinations in Sweden. Results from our thematic analysis of the stakeholder perspectives reveal multiple values embedded in the hegemonic, emancipated, and polemical social representations. Our study challenges traditional views on tourism transportation and related planning that have so far been dominated by over-reliance on objective data and measures that predict peoples' attitudes towards transportation. We conclude that whilst mechanistic approaches to tourism transportation and related planning are key engineering solutions, they cannot be used in their entirety to address transportation issues at tourism destinations. This is because, in a tourism context, there are various stakeholders (e.g., residents, tourists, tourism business owners, government representatives) with multiple perspectives which ought to be considered in the planning and management of the transportation. We thus call for more studies that explore the multiple perspectives related to tourism transportation and related planning in various tourism contexts.

ICH Tourism and Sustainable Development in Hmong: An Actor-Network analysis

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Sustainable tourism has become a new tourism paradigm. It has been continuously valued and practiced worldwide. Tourism with intangible cultural heritage as the core content has become an emerging and growing segment of sustainable tourism. ICH tourism plays a more and more important role in promoting regional economic development, maintaining local features, promoting local natural resources, and protecting cultural diversity. Deploying the actor-network theory, this paper analyzes the formation process of ICH sustainable tourism model in Longtang village and Maomaohe village of Hmong minority group in China, by obtaining first-hand data

and information through in-depth interviews and participatory research methods. This study found that ICH tourism mode is formed under the synergy of multiple actors such as government, villagers, craftsmen, investors, entrepreneurs, tourists, market information, media and supporting facilities. In the process of translation of six different phases, both human and nonhuman actors identified the core problem of development and came to the obligatory passage point of culture conservation. By thoroughly communications and negotiations, mutual interest has been set and enrollment of actors occurred. Mobilisation and dissidence phases led to the establishment of collectively-owned enterprises. The establishment of collectively-owned enterprises can help communities jointly realize the vision of local culture conservation, and assist each human-actor group gain a sense of belonging and participation of the community, which directly improves the local economy and promotes sustainable development. This study provides reference and suggestions for ICH tourism practice and sustainable development in remote areas alike.

Networking, Sustainability, and the development of a Destination Mindset

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The network concept is based around the principles of collaboration and relationships between entities (Wellman and Berkowitz; 1988). In a tourism context networking is an important construct in developing relationships within communities and destinations, that incorporates all elements of a destination such as its heritage, culture, social aspects as well as tourism related services. Furthermore, the fragmented nature and diversity of the tourism industry provides its own challenges in promoting a destination and in this context can support business in a region and provide a sense of comradery and community. The literature on the role of tourism networks in the development, promotion and marketing of a destination has taken prominence in recent years as well as harnessing destination networks for tourism SME's to gain a competitive advantage (Dredge, 2017). Thus the emphasis has been on the economic value of destination networks with little focus on the social, cultural and environmental perspective. Furthermore, there is little research in relation to the role of networks in achieving a 'sense of place' or a 'destination mindset'. This paper seeks to address this gap by focusing on the role of networks in realising this 'destination mindset' with the common goal of the sustainable development of tourism within a destination. The methodology adopted for this paper is a case study approach of the Burren Eco-tourism Network in Co. Clare, Ireland. The evidence from this research indicates that although the destination mindset was not the ultimate goal in developing the network it was a surprising and beneficial output for all stakeholders. The destination mindset was achieved through the training provided, the environmental policies implemented and nurtured by the network through their code of practice, the role required of members as part of the network and a sense of community development and unity in rural and isolated regions. A further unplanned benefit of the network was as an impact of the Covid 19 pandemic in which

members of the network had a community of support, albeit online, in unprecedented circumstances. The result is an award-winning network of tourism SME's whose priority lies in the conservation of the destination and the education of visitors to the region.

Shared festival experiences: The power and purpose of remembering together

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This paper presents the preliminary findings of an ongoing study. It builds upon the conceptual model developed by Wood (2020) and seeks to provide empirical evidence relating to the process of memory malleability in shared experiences. Event experiences are social in nature and are designed and consumed with the purpose of creating memories. The value of memories lies in sharing these later with others who were there, as well as those who were not. From psychology we know that memory is malleable and, from biology, that this malleability serves a purpose. Here we seek to explore how individual memories of festival experiences alter as they are shared, observing the process through which this happens and the implied purpose of the resulting 'agreed' memory. Our aim is therefore to identify and explain the process of memory adaptation amongst peers sharing a past festival experience, and to explore the theoretical and pragmatic implications of this. The objectives are: • To discover the extent to which shared memories differ from individual memories • To explain the process through which any memory revision occurs • To explore the reasons for agreeing/adapting a memory narrative. • To consider the implications of memory negotiation for event experience design and marketing. The context for this research is festival tourism as this provides a memorable touristic experience (away from home, overnight, out of the ordinary and social). We are looking particularly at pairs of friends, families, partners who experienced the festival together and comparing their individual memory narratives with their shared narratives. Our method removes the researcher from the data generation process gathering self-recorded individual memory narratives and comparing these with self-recorded paired discussions. Our initial analysis of ten case study pairs (using an IPA approach) highlights marked differences in what is remembered individually and what is remembered in conversation. The work has implications for the study of tourism experiences with a greater recognition of the time dynamic taking the experience beyond in-the-moment and into the realm of ever-changing memory. Our early findings are particularly pertinent for the design of the post-experience journey and in understanding more generally how social needs are met through negotiation of shared memories. Agreement seems to be desired, and a negotiated memory narrative coalesces. This is likely to be the story that is then told to others becoming concretized with telling. Wood, E. H. (2020). I remember how we all felt: Perceived emotional synchrony through tourist memory sharing. *Journal of Travel Research*, 59(8), 1339-1352.

The Aviation Industry: The Consumer Behaviour Dynamic

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Although the Covid-19 pandemic dramatically impacted the aviation industry over the last two years, traditionally, the industry which comprises of all aspects of air travel and all the activities that relate to same is one of the most global industries in the world, connecting businesses and people. Consumers play a vital role in the aviation industry, and in the airline industry particularly. Consumer behaviour is a key consideration for airports and airlines, given that it determines how consumers make their purchasing decisions, however, do industry profits override the consumer choices offered? This new research explores the concepts of the aviation industry and specifically, it investigates consumer behaviour and consumer choice, and what actually matters now to the global tourist looking past 2022 and beyond. Interestingly, this study finds that consumer choice is absolutely limited by airlines and airport operations, however, the literature thus far in this area, particularly from an Irish perspective, is scant. This is an interesting concept as normally; businesses will adapt and adjust to offer consumers what they want with good choice offerings. A mixed-method concurrent approach was applied to effectively address the aims and objectives of this research and explores concepts therein. A positivistic, and post-positivistic approach was applied to address the research question. First, a survey was distributed to assess the attitudes of Irish consumers towards Irish airports and airlines and also, to inform the qualitative aspect of this study. From this, semi-structured interviews were undertaken with relevant experts in the subject area. Then, 8 participants were interviewed, and all were asked 10 questions. The interview guide emerged following responses received to the quantitative element of this research (100 in totally), and this interview guide was tested by means of a pilot interview. The guide was cleansed and altered accordingly to address any issues. The findings of this research reveal that destination choice for consumers is limited by airlines. While consumer preference is considered to a certain extent, ultimately, airlines will only operate routes which are profitable. If demand for a route diminishes, the route could potentially be terminated immediately. This has highlighted the need for increased communication between airlines and airports, whereby, airports can enlist the help of tourism bodies to increase marketing of a route, and subsequently increase demand. Another key finding is the requirement for increased collaboration across the aviation sector. The Covid-19 crisis has revealed a disconnect within the industry, and it is recommended that policies be created to tackle global pandemics of this scale, collaboratively. In addition to this, this research highlights a need to align service standards across airlines, and airports. It is recommended that airports, and airlines, increase levels of communication to ensure a positive consumer experience. The novel findings of this research will be of benefit to airports, airlines, policymakers, and indeed the consumer, for whom it will act as an informative piece of research, providing an invaluable insight into the complexities of the aviation industry.