

The 19th Nordic Symposium in Tourism and Hospitality Research

Akureyri 22nd - 24th September 2010

Programme for presentations

Thursday 23rd September

Thursday 23rd September 2010 - 9.00 - 10.00

Keynote presentations

Room	Presenter	Title
Hamrar	John Tribe	
Hamrar	Anne-Mette Hjalager	

Coffee

Thursday 23rd September 2010 - 10.30 - 12.30

Session I: Actor Network Theory and Tourism: Creative approach in a Changing World

Room	Presenter	Title	Co-author(s)
Bótin	Cater, C.	The Growth Fetish in Tourism	
Bótin	Itkonen, M.	On Concentric Circles of Being - Friedrich Nietzsche and the idea of eternal recurrence	
Bótin	Ek, R.	Tourist camps: An ordering power of the nomos of the world	
Bótin	Jónasson, H.I.	Where we are heading — A critical look at the concept of destination	
Bótin	Jóhannesson, G.		

Session Chairs: Gunnar Þór Jóhannesson, Carina Ren and René van der Duim

Thursday 23rd September 2010 - 10.30 - 12.30

Session II: Agritourism and horse-based tourism

Room	Presenter	Title	
Dynheimar	Daugstad, K.	Combining business and private life; Issues of staging in agri-tourism in Norway and Austria	Kirchengast, C.
Dynheimar	Nielsen, N. Chr.	Rural tourism – back to the farm	Nissen, M-K.A. & Just, F.
Dynheimar	Sigurðardóttir, I.	Icelandic horsemanship: Structure, extent and competitiveness	
Dynheimar	Bocz, György Ángelkott	Operators Understanding of Constructions and their Characteristics in Rural Tourism in Sweden: Looking but not Seeing...	Pinzke, S.
Dynheimar	Cederholm, E.A.	From horsemanship to hostmanship: Horses as mediators in rural hospitality	
Dynheimar	Helgadóttir, G.	Horse round-ups: Expectations and experience	

Session Chair: Guðrún Helgadóttir

Thursday 23rd September 2010 - 10.30 - 12.30

Session III: Tourism education in a new era

Room	Presenter	Title	
Sólheimar	Hansen, K.V.	NO TITLE	
Sólheimar	Mikkonen, A.	Higher Education as an Option for Working life, Field of Tourism and Hospitality Management	
Sólheimar	Stromei, L.	Experiential Learning in Norway: Creating Unique Learning Experiences for Hospitality and Tourism Students	
Sólheimar	Santana-Pérez, J.M.	Museums and Heritage tourism	Betancort, H.F.

Session Chair: Edward H. Huijbens

Lunch

Lunch

Thursday 23rd September 2010 - 13.30 - 15.30

Session I: Nature-based tourism I

Room	Presenter	Title	
Bótin	Dluzewski, M	Sand Dunes as a tourism attraction versus regional development. Case of Southern Morocco	
Bótin	Fredman, P.	Business Success and Constraints in the Swedish Nature Tourism Sector	Lunberg, C.
Bótin	Haukeland, JV	Fruitful instruments in a Nordic Setting?	Grue, B. & Veisten, K.
		Application of the New Environmental Paradigm (NEP), the Wilderness Experience Preference (WEP), the Recreation Experience Scale (REP) among visitors in a Norwegian National Park region	
Bótin	He, Lin	Culture and Attitudes toward Eco-tourism: A comparison of China, the USA, Madagascar and Iceland	Frady, N., Randrianavony, S. & Erlingsson, P.
Bótin	Imboden, A.	Hospitality and Wilderness: Defining the Norms of a Cohabitation: the Case of the Mountain Hut	

Session Chair: Elías Bj. Gíslason

Thursday 23rd September 2010 - 13.30 - 15.30

Session II: New perspective on second home tourism: mobility, dwelling and the politics of home

Room	Presenter	Title	
Dynheimar	Åkerlund, U.	The route to the sun: gatekeepers and motivators in the international second home tourism sector	
Dynheimar	Farstad, M	Regard vs. Demand: Second home owners' opinions about their own position in the host community	
Dynheimar	Garnes, S	Do Destination decision-makers commit themselves	
Dynheimar	Kirkegaard Larsen, J.R.	Family vacation in a Danish Holiday Home – motives and behaviour among second home renters	
Dynheimar	Müller, D.	Second homes and the politics of home	
Dynheimar	Nouza, M	Behavioural modes of second home owners in Iceland	Ólafsdóttir, R.

Session Chair: Dieter Müller

Thursday 23rd September 2010 - 13.30 - 15.30

Session III: Image and marketing strategies

Room	Presenter	Title	
Sólheimar	Ness, H.	Does firm contribution to destination networks' small world structures act as a carrier for innovation and performance?	Aarstad, J., Haugland, S. & Grønseth, B.O.
Sólheimar	Budeanu, A.	Sustainable tourism: are we knocking at the wrong door?	Thidell, Å., Backmann, M. & Emtairah, T.
		- Marketing implications of current research on environmental behaviour in three Swedish destinations -	
Sólheimar	Cànoves, G.	Tourist Image and City History: Barcelona and its Attractiveness throughout an Expanded 20th Century	de Morais, R.S.
Sólheimar	Gunnarsdóttir, G.P.	To conceptualize a tourist destination	Uhrova, L.
Sólheimar	Karlson, S-E.	The entrepreneur, creativity and the tourism industry	Lönnbring, G.

Session Chair:

Thursday 23rd September 2010 - 13.30 - 15.30

Session IV: Cruise ship tourism - with Arctic and polar tourism

Room	Presenter	Title	
Setberg	Hull, J.	Customer orientation of cruise destinations in Canada – are they ready for challenging economic times?	Losekoot, E.

Session Chair: Arvid Viken

Coffee

Coffee

Thursday 23rd September 2010 - 16.00 - 18.00

Session I: Nature-based tourism II

Room	Presenter	Title	
Bótin	Kearsly, G.W.	Wilderness tourism in New Zealand: changing pressures, changing responses	
Bótin	Lundmark, L.	Economic effects of primary and secondary nature based attraction	
Bótin	Mlozi, S	The mutual relationship of ecosystem conservation and community development in Kilimanjaro National Park and its adjacent village: a case study on ecotourism potential	Haahti, A.
Bótin	Nilsson, P-Å	Quality Assessment Survey – a method to increase sustainable awareness?	
Bótin	Trampetti, S.O	Where does Tourism contribute to Conservation?	Di Lonardo, S., Raschi, A. & Buckley, R.
Bótin	Armaitiene, A.	Forest elements' aesthetic value in rural tourism development context	Urbis, A., Raisutiene, J. & Barauskaite, J.

Session Chair: Elías Bj. Gíslason

Thursday 23rd September 2010 - 16.00 - 18.00

Session II: Image and marketing strategies

Room	Presenter	Title	
Sólheimar	Munar, A.M.	Social media strategies for destination management	
Sólheimar	Sigursteinsdóttir, H.	Marketing and future potential of hunting tourism in Iceland	Bjarnadóttir, E.J.
Sólheimar	Smed, K.M.	The meaning of age – age negotiations in mature tourists' holiday consumption	
Sólheimar	Mossberg, L	Storytelling – A Means of Creative Destination Development?	Björk, P., Olsson, A.K. & Huijbens, E.
Sólheimar	Weidenfeld, A	Why Cluster? The cluster concept and tourism development policies in the development of visitor attractions	Butler, R.W. & Williams, A.M.

Session Chair: Havard Ness

Thursday 23rd September 2010 - 16.00 - 18.00

Session III: Heritage tourism and advancements in Festival Management Research

Room	Presenter	Title	
Dynheimar	Hafsteinsson, S.B.	The Art of the Turf: Architectural Politics and Heritage	
Dynheimar	Mykletun, R.J.	Social impacts of five festivals in small and remote areas	
Dynheimar	Anderson, T.	Festivals' Sponsorship Potential	Dolles, H., Getz, D. & Mykletun, R.
Dynheimar	Viken, A.	The festivalisation of the rural periphery; creation of public space	Jaeger, K.
Dynheimar	Gyimóthy, S.	Social Media and Strategic Market Communications of Festivals	Larson, M.
Dynheimar	Johansen, T.E.	Indigenous Tourism – An Empirical Examination of Valene Smith's 4Hs from a Visitor Perspective	Mehmetoglu, M.

Session Chair: Szilvia Gyimóthy

Friday 24th September

Friday 24th September 2010 - 9.00 - 10.00

Keynote presentations

Room	Presenter	Title
Hamrar	Annette Pritchard	
Hamrar	Katrín Anna Lund	

Coffee

Friday 24th September 2010 - 10.30 - 12.30

Session I: Nature-based and geo tourism

Room	Presenter	Title	
Bótin	Varley, Pete	Children of the wild	
Bótin	Sæþórsdóttir, A.	The Effect of Proposed Power Plants on Icelandic Nature Tourism	
Bótin	Armaitiene, A.	Aspects of Rural Tourism Social Networks in Protected Areas	Urbis, A., Raisutiene, J. & Barauskaite, J.
Bótin	Tyrväinen, L.	Clients Views about Sustainable Tourism Development in Finnish Lapland	Tyrväinen, L., Hasu, E. & Silvennoinen, H.
Bótin	Erfurt-Cooper, P	Volcanoes and Hot Springs: A Growing Demand for Active Natural Environments	

Session Chair: John Hull

Friday 24th September 2010 - 10.30 - 12.30

Session II: Advancements in Tourism and Hospitality Human Resource Research

Room	Presenter	Title	
Dynheimar	de la Barre, S.	Place Identity, Guides, and Sustainable Tourism in Canada's Yukon Territory	
Dynheimar	Carlbäck, M.	The Use, Possible Use, Identification and Measurement of Intangible Asset Value in the Swedish Hospitality Industry	
Dynheimar	Elbe, J.	Understanding institutional change in tourism public policy – Forming new policies for the next decade in Sweden?	Bohlin, M.
Dynheimar	Furunes, T.	Effective leaders in hotels: Who are they?	Linge, T.T.
Dynheimar	Gjerald, O.	Basic assumptions as determinants of market orientation and job performance in hospitality	Øgaard, T

Session Chair: Trude Furunes

Friday 24th September 2010 - 10.30 - 12.30

Session III: Image and marketing strategies

Room	Presenter	Title	
Sólheimar	Weidenfeld, A	Knowledge transfer and innovations amongst attractions	Williams, A.M. & Butler, R.W.
Sólheimar	Touhino, A.	Characteristics and challenges of innovation processes in tourism - a Finnish case	
Sólheimar	Munar, A.M.	The truth of the crowds: social media and the heritage experience	Ooi, K.
Sólheimar	Bjarnadóttir, E. J.	The role of airports in destination development: The case of Akureyri Airport	
Sólheimar	Jensen, Ø	The role of news criteria for the appearance of special events in the mass media – an illustrative discussion	
Sólheimar	Brouder, P.	Tourism Satellite Accounting – moving from the national to the local level of analysis: is the methodological burden on TSA too much?	

Session Chair: Guðrún Þóra Gunnarsdóttir

Lunch

Lunch

Friday 24th September 2010 - 13.30 - 15.30

Session I: Wilderness Tourism: Images, Policies and Conflicts

Room	Presenter	Title	
Bótin	Granquist, S	Harmony between man and nature - Interaction between seals and tourists at Vatnsnes peninsula	Nilsson, P.Å.
Bótin	Gunnarsdóttir, M-V.	Environmental and socio-cultural factors affecting sustainability of marine fish tourism in Northern Norway	
Bótin	Ednarson, M	Large carnivore-based wildlife tourism – creative development within local environments of decline?	
Bótin	Stensland, S	Large carnivore-based wildlife tourism – creative development within local environments of decline?	
Bótin	Óian, H	Resistance to wilderness tourism: Ambivalences and contradictions	
Bótin	Nilsson, P.Å.	The Wild North – network cooperation for sustainable tourism in a fragile marine environment in the Arctic Region.	Víglundsdóttir, H.Ý.

Session Chair: Anna Dóra Sæþórsdóttir

Friday 24th September 2010 - 13.30 - 15.30

Session II: Tourism and public policy II

Room	Presenter	Title	
Dynheimar	Raadik-Cottrell, J.	Predicting future experience – perceived effect of environmental change on holiday experiences among visitors to Saaremaa Island Estonia	
Dynheimar	Sfandla, C.	Tourism Experience Network: An interactive approach	Björk, P.
Dynheimar	Kaae, B.	Nordic best practices in developing tourism in sparsely populated Nordic regions.	
Dynheimar	Karlsdóttir, A.	What's the difference between fish and Tourists? What's the catch?	

Session Chair: Henrik Halkier

Friday 24th September 2010 - 13.30 - 15.30

Session III: Culinary tourism

Room	Presenter	Title	
Sólheimar	Backe, J.Ø.	Culinary networks and rural tourism development	
Sólheimar	Blichfeldt, B	Adding Value to the Recipe: Creative Use of Off Season in Culinary Tourism	Pedersen, B.M.
Sólheimar	Forbord, M.	Consumption of 'local food' in rural tourism. Results from a tourist survey	Frisvoll, S. & Blekesaune, A.
Sólheimar	Gestsson, H.	Local food Eyjafjörður - a cluster in a time of transition	Helgadóttir, K.

Session Chair: Bodil Stilling Blichfeldt

Coffee

Friday 24th September 2010 - 16.00 - 18.00

Session I: GIS in tourism

Room	Presenter	Title	
Bótin	Antoušková, M.	Tourism in land protected area in the Czech Republic	
Bótin	Gunnervall, A	Designing Events by using GPS and Experience Tracking	Pettersson, R. & Svensson, B.
Bótin	Marjavaara, R.	The seasonal buzz: Places for knowledge exchange in a leisure setting in Sweden	
Bótin	Martín-Cejas, R.R.	Public Transport Policy for Sustainable Tourism	Vega, R.S.
Bótin	Zillinger, M.	Tourists' emotions and experiences in time and space	Zakrisson, I.
Bótin	Ólafsdóttir, R.	Hiking trails and tourism impact assessment in Iceland - A case study from southern Iceland -	

Session Chair: Rannveig Ólafsdóttir

Friday 24th September 2010 - 16.00 - 18.00

Session II: Tourism and public policy III

Room	Presenter	Title	
Dynheimar	Halkier, H.	Tourism, Services and Knowledge Dynamics: European Trends and Policy Implications	
Dynheimar	Júlíusdóttir, M.	Heritage tourism in Icelandic regional policy. Problematizing culture-place representations.	
Dynheimar	Gibson, Laila	Sävelången Lake District – moving towards a Learning Destination	
Dynheimar	Arif, M.	Tour Operators (TOs) and Sustainable Development (SD)	Jensen, Ø.
Dynheimar	Foghagen, C.	The Blooming Paradise: Algae blooms, Climate Change and Tourism Impacts	

Session Chair: Berit Kaae

Friday 24th September 2010 - 16.00 - 18.00

Session III: Health and wellness tourism

Room	Presenter	Title	
Sólheimar	Dluzewska, A	SPA and wellness in Poland: new tourism product for new customer or the new name for the old product?	
Sólheimar	Gelbman, A.	Wellness and Health Facilities as a tool for Branding an Elite Image of Hotels in Israel	
Sólheimar	Heung, V.C.S.	Is Hong Kong a Medical Tourism Destination? An Assessment of the Barriers	Song, H. & Kucukusta, D.
Sólheimar	Konu, H.	Customer's role in wellbeing tourism product development. Process from expert's point of view	
Sólheimar	Huijbens, E.		

Session Chair: Anja Tuohino