



ICELANDIC TOURISM
RESEARCH CENTRE



Creative Destinations in a Changing World

Book of Abstracts

The 19th Nordic Symposium
in Tourism and Hospitality Research

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Tel: (+354) 460-8930
Fax: (+354) 460-8919
e-mail: edward@unak.is
Web: www.rmfi.is

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Creative Destinations in a Changing World

Book of Abstracts

The 19th Nordic Symposium in Tourism and Hospitality Research

ICELANDIC TOURISM RESEARCH CENTRE

SEPTEMBER 2010

Foreword

Dear reader,

We would like to welcome you to this 19th Nordic Symposium in Tourism and Hospitality Research, held in Akureyri, Iceland 22nd till the 24th September 2010. The theme of the conference is *Creative Destinations in a Changing World* and deals in some ways with the aftermath of the 2008 financial crisis and how tourism can and has responded to it.

As is well known the crisis hit Iceland rather badly. Following the crisis many looked to tourism, recognising it for what it is worth as the third pillar of Iceland's economy. In 2009 the expectations held were manifest with Iceland holding on to international arrivals in spite of a world-wide recession in addition to a booming domestic market of Icelanders unable to go abroad for holidays. The year 2010 was expected to deliver up to 25% increase in tourism arrivals to Iceland, but then Eyjafjallajökull erupted. In the Icelandic context we are currently sorting out how the summer went and what happened and how we can possibly respond. In the global context tourism, and especially aviation, is bound for changes due to the possibility of ash and the lack of cash.

Nordic scholars and researchers of tourism demonstrate in this book of abstracts the breadth and depth of Nordic tourism scholarship. The conference discussions will hopefully be lively and fruitful - delivering fresh Nordic insights into tourism dynamics in a changing world.

The conference organisers

Edward, Gunnar Þór and Jón Gestur

Conference Programme



The 19th Nordic Symposium in Tourism and Hospitality Research

Akureyri 22nd - 25th September 2010

Tuesday 22nd September

PhD workshop in Hólar

Wednesday 23rd September

SJHT Editorial Board Meeting - Setberg

ITRC Board Meeting - Bótin

17.00 Conference reception desk opened

18.00 Opening Reception in Hof

Address by the director of the Icelandic Tourist Board

Address by the Mayor of Akureyri

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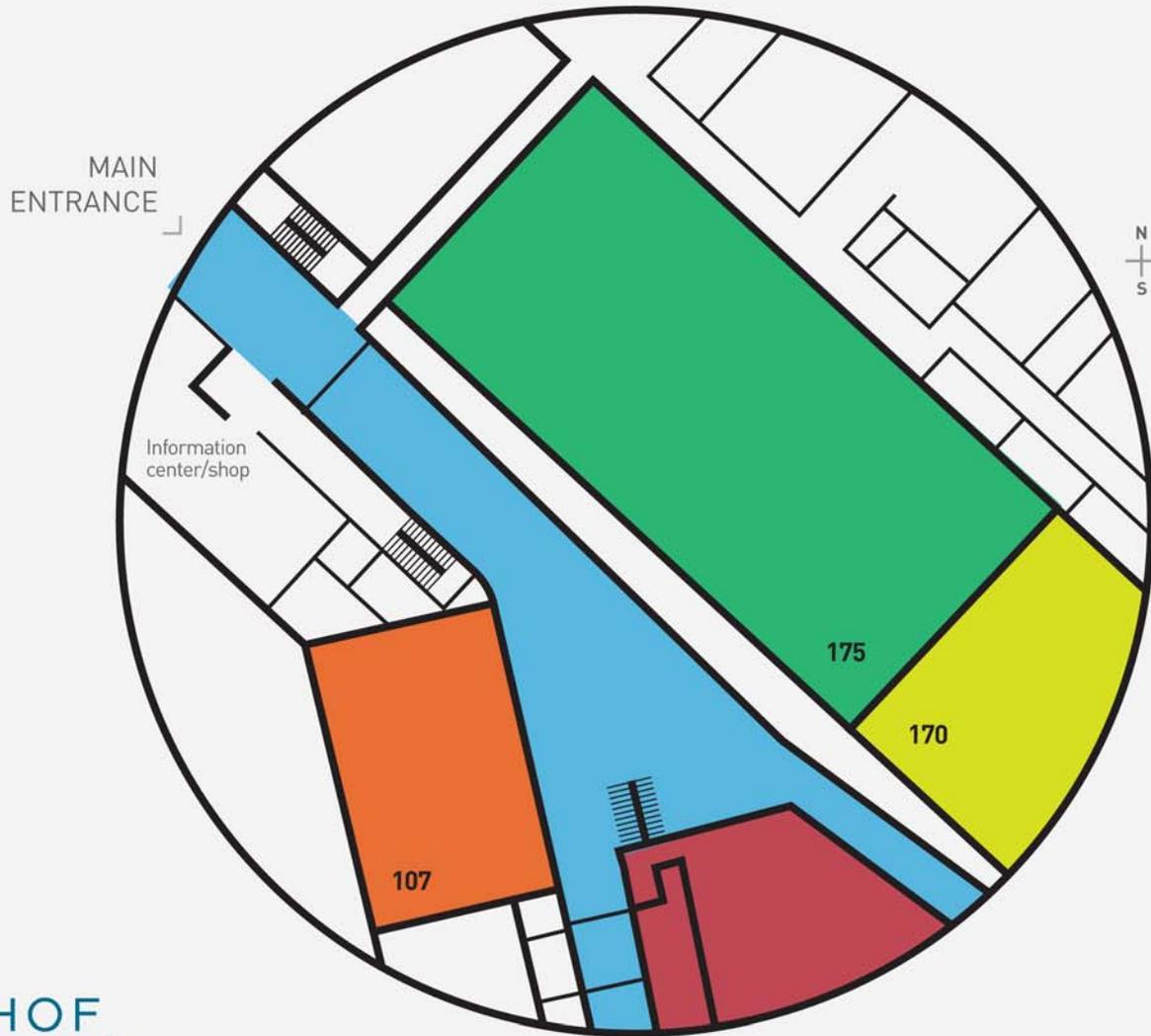
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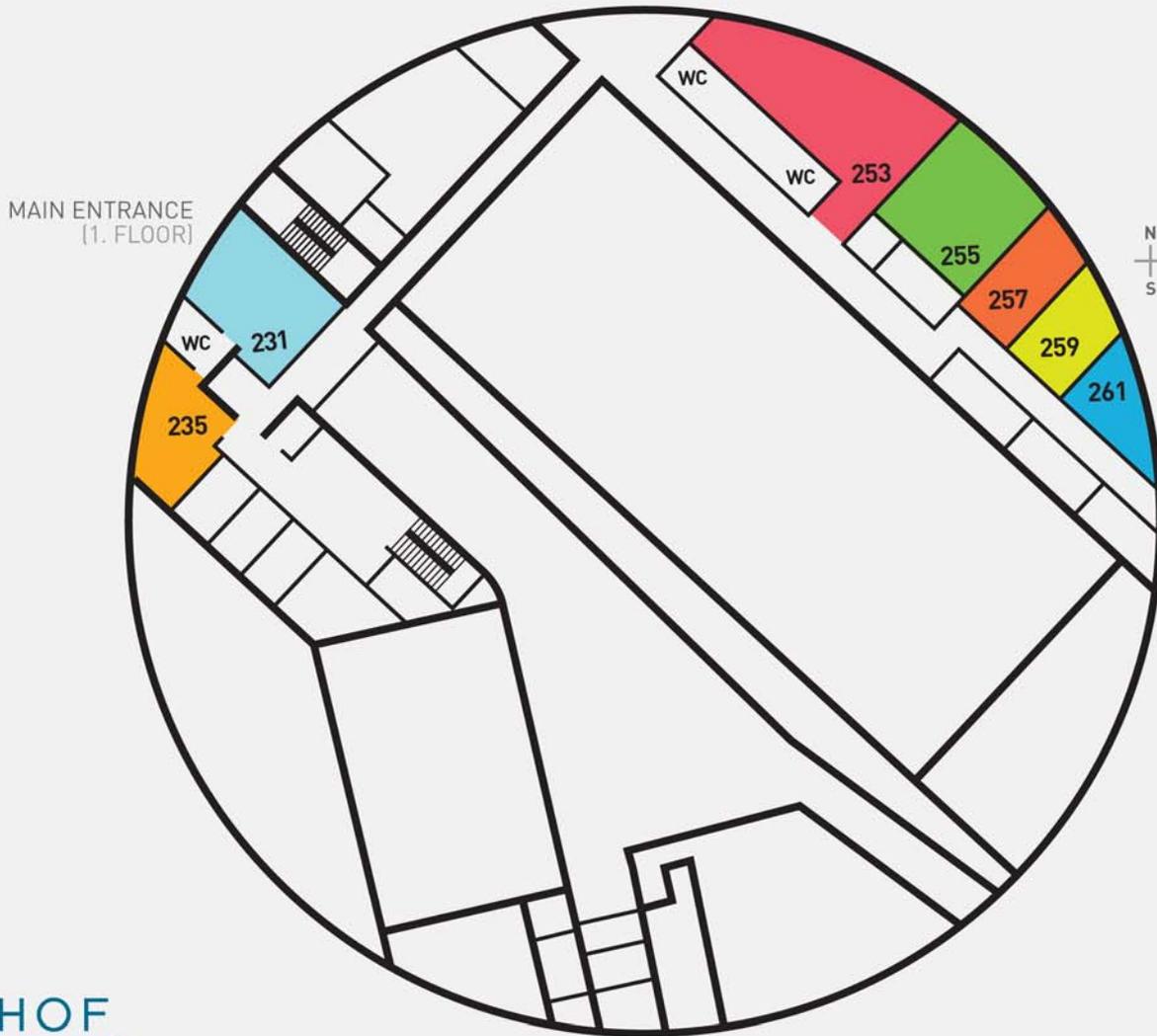
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Keynote presentations

Thursday 23rd September 2010 - 9.00 - 10.00

Futures for Tourism

John Tribe
School of Management
University of Surrey
GUILDFORD, UK

J.Tribe@surrey.ac.uk

Abstract:

The UK think tank Forum for the Future recently got together with key stakeholders in the travel industry to ask what tourism would be like in the future. The report on this was published under the title “Tourism 2023”. In his presentation Professor Tribe from the University of Surrey, UK, will present the four scenarios that are contained in the report

- Boom and Burst
- Divided Disquiet
- Price and Privilege and
- Carbon Clampdown

with a view to stimulating a discussion about what the future holds for tourism in general and more specifically for destinations.

Creative destruction in tourism: Regulation and deregulation as innovation drivers

Anne-Mette Hjalager

Advance/1 and University of Southern Denmark
Denmark

Hjalager@advance1.dk

Abstract:

Joseph Schumpeter's concept of creative destruction is a powerful metaphor when explaining economic development processes and entrepreneurial activity. His research and subsequent studies provide examples of products, business models and skills that become obsolete as a result of new technologies or changed demand structures. Tourism is also a subject of innovation processes that inevitably include devastating and unpleasant consequences such as business closures and the decline of entire destinations, while other firms and destinations are able to create and thrive. A complex range of external and internal driving forces and power constellations determine the outcome of the innovation processes. In this paper it is proposed that institutional frameworks, not the least in the format of public regulations, are crucial for the occurrence, nature and impact of innovations in tourism. Scaling back governmental bodies and their capacity has been prevalent in the political rhetoric and practice in recent decades, and there are numerous instances of deregulation that has affected tourism significantly, for example in fields of aviation and gaming, and, in some countries, following ownership exits of key tourism facilities. Regulation is, however, also a potential innovation driver and creativity enhancer, for example expressed as touristic developments in the wake of conservation and heritage protection, or as response to tightened safety and security measurements. Tourism innovation research has largely neglected the role of the public sector regulation. The paper discusses the potential implications for tourism innovation policies, and refers to the fact that there seems to have emerged an inclination to ensure a more subtle balance between regulation and deregulation after the financial crunch. Generally, there is a need for future research to dig deeper into destruction as an opportunity to improve the comprehension of creativity and innovation in tourism.

Keywords: Creative destruction. Joseph Schumpeter. Deregulation. Regulation. Airlines. Conservation. Safety. Innovation policy.

Session I

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

Thursday 23rd September 2010 - 10.30 - 12.30

The Growth Fetish in Tourism

Carl Cater

Institute of Biological, Environmental & Rural Sciences
Aberystwyth University
Aberystwyth, UK

cic@aber.ac.uk

Abstract:

Sustained growth appears to be one of the accepted mantras of tourism development globally. Despite recent concerns with sustainability, there is still little mainstream thinking that challenges this hegemony. Indeed, in common with many other industries, tourism holds up growth as *the* key measure of success, evident in almost all government and industry reports, conferences and development objectives. In this regard, growth itself seems to be positioned as a fetish, or as Hamilton, in his influential publication *Growth Fetish* describes, 'an inanimate object worshiped for its apparent magical powers' (2003:5). Almost universally 'high growth is a cause of national pride; low growth attracts accusations of incompetence in the case of rich countries and pity in the case of poor countries'.

This paper examines the reasons behind this obsession and, drawing on the work of Hamilton and others, argues that tourism is one of the worst offenders at this phenomenon. The global financial crisis of 2008/9 brought a hysteria associated with negative growth for tourism in the majority of destinations, which should be used as a valuable point to reflect on this obsession. As previous authors have suggested, the international structures of tourism are somewhat to blame, for example how the UNWTO in particular needs more and more tourism on a global scale to continue to justify its existence (Hall, 2008). Yet there are countless examples of destinations and nations that have not benefitted from growth in tourism numbers, precisely because of the structures of the global industry (Scheyvens, 2007, Mowforth and Munt, 2003). There are also examples of destinations that have employed a more cautious growth strategy to more balanced outcomes. To this end the paper also identifies a few examples of destinations that may have declined in terms of tourist numbers but have not experienced the chaos suggested by the doomsayers. In conclusion the paper looks forward to what is actually inevitable, steady state tourism, drawing on recent work by Hall (2009) on the concept of degrowth.

Keywords: Growth Fetish, Sustainability, Degrowth, Impacts, Development.

On Concentric Circles of Being Friedrich Nietzsche and the idea of eternal recurrence

Matti Itkonen
University of Jyväskylä
Jyväskylä, Finland

matti.itkonen@jyu.fi

Abstract:

The circle, or ouroboros, is a perfect shape: within its depths lie both the beginning and the end. Things are repeated; people encounter the same situations again and again. Concentricity dwells in the spirit of a place, as it does in the 'I' of a person. A memory can bring to life the circular nature of existence, allowing the subject to travel recurrently through previously realised pasts. Photographs and literature are also capable of transferring the bygone into the freshness of the present moment. The aesthetics of inhabited space is articulated in architectural shapes. It is an essential part of the collective national narrative, a cultural philosophy narrated into the fabric of being.

Keywords: Eternal Recurrence, Incessant Flow of Being, Time Mirror, Dimension of Collective Memory

Tourist camps: An ordering power of the *nomos* of the world

Richard Ek
Lund University
Lund, Sweden

Richard.Ek@msm.lu.se

Abstract:

This paper has its starting point in Franklin's view on tourism as an ordering practice that shapes modern society and has been such a practice inherent in the modernistic project, characterized by urbanization, colonialization and the institutionalization of the territorial logic of states. What Franklin opens up for, but not follows through, is an explicit spatialization of the idea on tourism as an ordering practice. To be more precise, Franklin advocates a topological ontology on tourism instead of the mainstream view on tourism based on a topographical ontology.

The ambition of this paper is to crystallize the theoretical implications of a topological approach to tourism, something that is made possible through the set of spatial concepts that is operationalized through the biopolitical approach the paper favor. Because if tourism is an ordering practice, the spatial logic of this ordering practice is vital to approach and discuss. Tourist studies need to approach the political implications of contemporary tourism much more than is currently done. Here, the discussion is fleshed out by using Giorgio Agamben's view on the camp as the primary ordering model in contemporary society, the *nomos* of the Earth. The all-inclusive tourist camp functions like an example of a society of camps rather than a society based on the principle of polis, as hedonistic and nihilistic tourist camps at sea or on land. In the continuation, the all-inclusive tourism practices is an active force in the post-political contemporary, in which politics and citizenship is defined as something else. All-inclusive tourism must therefore be seen, in tourism studies, as a political and spatial practice that defines politics as something else (an experience, an escape, a vacation) and the citizen as something else (customer, tourist, guest, escapist) not only in the tourist camps but in society in general.

keywords: all-inclusive tourism, geo, nomos, camp, spatility

**Where we are heading:
A critical look at the concept of destination**

Haukur Ingi Jónasson
University of Iceland
Reykjavík, Iceland

hij@hi.is

Abstract:

Destination is essential in the practical application of many theoretical fields. The lecture discusses the possibilities of modern tourism in light of a new model that looks in a unifying way at the psychological, sociological, environmental and theological dimensions of tourism and the human need to explore destinations.

It is argued that tourism itself as a field is destined to critically examine its approach so it can better partake in the restorative journey that humankind faces in the aftermath of the recent economic downturn, and do so creatively.

The lecture also looks beyond the apparent horizon of “places to go to as tourists” as it explores the notion of French philosopher Blaise Pascal, who claimed that, “They are ill discoverers who think there is no land when they see nothing but a sea,” and introduces new and, hopefully, unexpected venues for more creative and sustainable forms of tourism. The lecture is an intellectual expedition grounded in insights from psychoanalytical theory and psychology of religion, and is peppered with short examples from the author’s exposure to tourism and clinical experiences with people on their journey towards their final destination.

Keywords: destination, neurosis, final destination

Full paper available on USB

SO WHAT! Notes on the creativity, usefulness and implications of applying Actor-Network Theory in Tourism Research

Gunnar Þór Jóhannesson
Anthropological Institute
University of Iceland
Reykjavík, Iceland

gtj@hi.is

Abstract:

The study policy of Actor-Network Theory (ANT) has been gaining ground across the social sciences during the last three decades. Tourism research is no exception as studies inspired by ANT has become more prominent in recent years at the same time as the tourism phenomena has increasingly been understood as a complex system of relational practices, connecting cultures, natures and technologies in different ways.

The paper critically addresses the ANT approach with a focus on its usefulness and implications in the context of tourism research. In many ways ANT seems to promise a nuanced approach to tourism practices with its openness towards heterogeneity and mobility of tourism. ANT is however not without limitations. It is argued that if the toolbox of ANT is to deliver more nuanced accounts of tourism than other approaches these limitations need to be grappled with and reflected upon by the researcher.

Keywords: Actor-Network theory, tourism research, relationalism,

Session II

Agritourism and horse-based tourism

Thursday 23rd September 2010 - 10.30 - 12.30

Combining business and private life; Issues of staging in agri-tourism in Norway and Austria

Karoline Daugstad

Centre for Rural Research, Norway, and Department of Geography, Norwegian University of Science and Technology

karoline.daugstad@svt.ntnu.no

Christoph Kirchengast

University of Innsbruck

Innsbruck, Austria

Abstract:

The paper will present results from a comparative study of small-scale tourism in the Valdres region in Norway and the Bregenzerwald region in Austria. The tourism businesses studied combine farming and tourism, more specifically within the setting of the mountain summer farm (støl or seter in Norwegian, Alp or Alm in German). The tourism activity as well as the farming activity is a household enterprise sharing the same space. In other words, the food served, accommodation offered or the “living mountain summer farm” to be experienced takes place at the same location where the farm household members live during the summer season. Hence, what characterizes this form of agri-tourism in addition to the integration of the agrarian and tourism activity is the closeness and even overlap between private (for the farmer/tourist host) and public (for the tourist) space. The study investigates the negotiations between professional and private life and explores the element of ‘staging’ when farmers/tourist hosts present practices and commodities to tourists. Given aspects in common of the phenomenon studied, the comparative perspective also pursues differences especially related to the actual scale of tourism in the two contexts. This type of activity is relatively modest within the Norwegian setting at “the fringe of Europe” while the Austrian case represents a longer tourism tradition with considerably higher numbers of visiting tourists as it is located within the Alpine arc, which is arguably one of the epicentres of global mass tourism. The empirical basis for the comparison is interviews undertaken with a number of mountain summer farmers/tourist hosts in Valdres and Bregenzerwald in 2008-2009.

Keywords: Small-scale tourism, staging, heritage, mountain summer farming

Rural tourism - return to the farm perspective

Niels Chr. Nielsen,
Danish Centre for Rural Research
University of Southern Denmark
Esbjerg, Denmark

ncn@sam.sdu.dk

Marie-Kathrine Aae Nissen
Flemming Just
Danish Centre for Rural Research
University of Southern Denmark
Esbjerg, Denmark

Abstract:

Several studies have proposed tourism as a tool for economic development and a means for keeping the population in rural areas. Typically areas suffering from decline in agriculture and general socio-economic trends. The general view seems to be that, many rural areas are inevitably moving towards a post-productive state, and that a possible adaption is diversification of economic activity and “multifunctional land use”, with tourism and recreation among the functions. In the tourism and rural (sociology) literature, the community perspective has been dominant, along with a focus on innovation, i.e. development of new tourism products, preferably based on natural, human and social resources found within the rural district.

However, in an ongoing study, carried out for the Danish Food Industry Agency, we shift focus (back) towards the development potential for farms wanting to diversify their business, and their possibilities for economic support and, just as important, advice from the agricultural associations’ consultancy structure as well as from national and regional tourism development bodies, and possibly networks for rural/farm/green tourism operators. We do this assuming that a number of barriers and structural shortcomings exist that must be overcome before the full potential of rural tourism in Denmark can be realized. These assumptions are being tested through collection and analysis of relevant statistical data, interviews with experts at national and regional level and with stakeholders in tourism and rural development at municipal and local level. Cases demonstrating successful moves into farm-based tourism are also collected.

We propose a stronger emphasis on entrepreneurship and on the links between the individual farm and their professional networks, and expect to be able to point out specific policy actions and areas where support should be focused.

Keywords: rural, farm tourism, Denmark, diversification, Multifunctionality, innovation.

Icelandic horsemanship: Structure, extent and competitiveness

Ingibjörg Sigurðardóttir
Hólar University College
Hólar, Iceland

inga@holar.is

Abstract:

The horse and horsemanship is the basis of considerable business operations around Iceland and a popular leisure activity among both Icelanders and foreign tourists. However, economical crises, volcanic eruption in Eyjafjallajökull and last but not least an unknown virus and/or bacteria in the Icelandic horse stock, that has nearly paralyzed the Icelandic horsemanship in the year 2010 have done a lot of harm to the industry. It has been difficult to carry out strategic response since limited knowledge exists about the sector and research has been scarce. Thus, a three year research program has been started.

The aim of this three year research program is to bring out empirical and practical ways to improve competitiveness of horsemanship as business and leisure activity by analyzing the main factors of Icelandic horsemanship, identifying the economical importance of the industry and how industries competitiveness can be improved. This research will document strengths and weaknesses of the industry and be useful in strategy making of non-governmental organizations, authorities and businesses in the sector.

The main research questions are the following:

*Can theories and models of industries competitiveness be used to analyze and improve Icelandic horsemanship as an industry and leisure activity?
What is the economical importance of Icelandic horsemanship?*

Both qualitative and quantitative methods will be applied in order to answer those questions. Operators of horse based businesses will be interviewed and a quantitative questioner will be sent to selected number of businesses in the sector. In the first part of the study, presented at this conference, theoretical framework of industries competitiveness will be used to analyze Icelandic horsemanship.

This study will increase academic and general knowledge of Icelandic horsemanship as well as it will improve competitiveness of businesses and the horsemanship as an industry.

Keywords: horsemanship, strategy, competitiveness, crises, leisure activity.

Operators Understanding of Constructions and their Characteristics in Rural Tourism in Sweden: Looking but not Seeing...

György Ängelkott Bocz
Swedish University of Agriculture
Alnarp, Sweden

G.A.Bocz@ltj.slu.se

Stefan Pinzke
Swedish University of Agriculture
Alnarp, Sweden

Abstract:

During the last decades, ownership and use of the rural building stock in Nordic countries have changed radically, mainly as a result of the transformations in agriculture. Rural tourism (RT) related re-utilization is an area that is significantly expanding today. Buildings originating in production, processing and housing are an essential part of most RT operations both as key resources and as significant cost centres.

This study was aimed at investigating how RT operators think visitors conceive buildings in comparison to their actual conception. Furthermore, tourists' building-feature preferences were to be identified.

The empirical evidence was collected by a 9 background+21 Likert-scale question internet/printed survey for tourists (N=208, response rate 32%). RT operators ("Staying on a Farm" network) were surveyed by the same internet based questionnaire (N=298, 33% response rate).

The results showed that owners rightly believe that visitors conceive "atmosphere/feeling" and "style/character" as most important, while building materials and age of the building as less interesting characteristics. Owners overestimated visitors' appreciation of building condition and functional characteristics, while underestimated the importance of constructional features and the buildings' shape.

Generally, the RT operators misunderstood how tourists see and experience the reused buildings and the services therein. The use of high tech materials (e.g. insulation) and technology (e.g. computerized-ventilation) are acceptable to tourists as long as the traditional character and atmosphere of the buildings are kept.

The results may be used as guidance to help RT operators attain well adopted renovations and reutilizations for their operations and also make monetary savings.

Keywords: Building, rural tourism, re-utilization, marketing, motivation

From horsemanship to hostmanship: Horses as mediators in rural hospitality

Erika Andersson Cederholm
Lund University, Campus Helsingborg
Helsingborg, Sweden

Erika.Andersson_Cederholm@msm.lu.se

Abstract:

Horse-farms are an increasingly important part of the Swedish rural tourism and hospitality industry and tour-riding enterprises in particular have been highlighted as one such actor. However, this paper will present the multifaceted character of horse-farms in an increasingly important rural service economy where host/guest relationships are mediated through horses. The study is based on in-depth interviews with horse-farm owners and shows that many of these are so called life-style entrepreneurs, where life-style motives and a personal interest in horses overshadow economic and profit-oriented motives. This entails a tension and boundary work between horsemanship and enterprising containing host/guest relationships. The paper discusses horse-farm hospitality as a form of host-guest relationship that embodies a tension and boundary work that involves the horse as a third part or mediator in service interactions.

Keywords: horse-farms, service interactions, life-style entrepreneurship

Horse round-ups: Expectations and experience

Guðrún Helgadóttir
Hólar University College
Hólar, Iceland

gudr@holar.is

Abstract:

Horse round-ups are events in northern Iceland where mares, foals and geldings are herded from summer grazing in the highlands back to their home farms in the fall. For those interested in horses and equestrian tourism these events are an attraction that is based on traditions of horse farming, riding in the highlands and the spirit of harvest festivals. Over the past decades these events have been marketed both as equestrian tourism and as local festivals with more or less equine connotations. As these events are not originally intended for tourist consumption, questions arise about the sustainability of horse round-up tourism.

This presentation is based on part of the results from research addressing the question of whether the horse round-ups have reached their limit in terms of social and environmental sustainability as tourism events. A visitor survey and participant observations were conducted at the three largest horse round-ups in Iceland 2008 and 2009. About 4000 people attended these events and 800 took part in the survey. The presentation describes the events, the participants, their expectations, activities and experience of the event and places this description in the context of a meeting ground of agricultural tradition, festival tourism and equestrian tourism.

Keywords: Horse-based tourism, Iceland, event tourism, sustainability

Session III

Tourism education in a new era

Thursday 23rd September 2010 - 10.30 - 12.30

CurroCus™ group - a new approach?

Kai Victor Hansen
University of Stavanger
The Norwegian School of Hotel Management
Stavanger, Norway

kai.v.hansen@uis.no

Abstract:

It is a challenge for many researchers to be able to collect qualitative empiric data from a large number of respondents in a short time. As an example is visitors to an attraction need to be interviewed and visitors are only spending a limited time before they have to leave. To get their response in a swift, and affordable way without having to use too much of their time on interviews when they are there on a holiday, for example a short discussion around what they liked and disliked with an attraction can give several important topics to explore further. There is a constant need for cost efficient methods in consumer research. Existing qualitative methods are known to be expensive to conduct, and might need development. The work in this paper is an attempt to innovate focus group methods. The objective was to develop focus groups to cover four different aims: 1) Shorter time, 2) Higher number of respondents, 3) Deliver results at higher speed, and 4) Lower cost. CurroCus™ groups of 15-40 minutes duration were tested in five cases, with 70 to 160 respondents in groups of 7-11. Written catalyst questions were included in each session. The name of the new method is formed from the word Curro in Latin that means speed in English, and Cus that is the last syllable of the word Focus, and thereby forming a new word, CurroCus™ on the method. The results from testing of the CurroCus™ group method at different cases showed that responses can be collected in a given time for each group by trained moderators and observers. It was possible to process the number of respondents for each group. By conducting several successive groups, saturation of information was reached after an adequate number of CurroCus™ groups. As a consequence, the number of respondents can be optimized and results can be more precise, with reduced risk of inaccuracy. At the same time the cost for each case can be minimized, in our cases to 1/10 of a traditional focus group cost. Limitation of this method as compared to traditional focus groups can be the depth of the research subject, the role of the moderator is even more important, and the risk that some of the respondents are not able to express their thoughts in due time. The method has so far been used in product development of food articles and in the understanding of taste among respondents, and will be tested on tourist attraction this summer. There is still need for more research on all parts of the CurroCus™ group process.

Keywords: Consumer, CurroCus™ group, Focus, Method Development, Speed

Higher Education as an Option for Working life, Field of Tourism and Hospitality Management

Annikki Mikkonen
University of Jyväskylä
Jyväskylä, Finland

annikki.mikkonen@jamk.fi

Abstract:

From 1992 Tourism and Hospitality Management has been one sector in Universities of Applied Sciences in Finland from 1992 on. This research evaluates the results of this educational change. The goal is to investigate, how bachelors of Hospitality Management have found their place in the working life, how they evaluate the meaning of higher education studies for their work and how they have proceeded in their career. Furthermore this study seeks alternative options to develop these service sectors.

The research was conducted as a case study based on the work and results of School of Tourism and Services Management at JAMK University of Applied Science. Two information board were used: 1) the evaluation (survey) made by bachelors graduated during the years 2000 - 2007 a year after each graduation, 2) thematic interview of selected people from the interest groups.

Main findings:

Bachelors of Hospitality were employed well, but not always in positions where higher education was needed. They could partly benefit from their studies in the beginning of their carrier. The benefit depended on the expertise field and its identity.

Working life accepted the higher education degrees slowly. Now they are seen important and Master's degree in Hospitality is appreciated. Universities of Applied Sciences are not yet seen as institutes of research and development, but co-operation with Universities is warranted.

Keywords: higher education, tourism and hospitality management, employment of bachelors, services management, vocational identity

Diversity is more than country of origin and language. How do we teach it?

Linda K. Stromei
University of Stavanger
Stavanger, Norway

Linda.stromei@uis.no

Abstract:

Global workplace trends for the 21st century point to a heterogeneous, multilingual workforce which brings advantages and challenges for the tourism manager. The term 'diversity' evokes thoughts of workers from different countries speaking different languages. But diversity is more than language and country of origin. The challenge for universities is how to teach the complexities of diversity in a classroom setting.

International trends in education indicate a shift from the traditional teacher-centered approach to a student-centered approach. The international mobility of students requires a standardization of learning outcomes, a shared language and international recognition of qualifications (Bologna Process & European Qualifications Framework for Lifelong Learning).

In 2008 the University of Stavanger implemented an International Master's in Hospitality and Tourism Leadership taught in English with students from 13 different countries. One of the courses was diversity management, which combined experiential learning techniques with traditional guided lecture/seminar techniques allowing students to participate in numerous experiential learning/team building activities as members of a heterogeneous team.

Experiential exercises supported by validated instruments included the Myers Briggs Personality Type Inventory, Kolb Learning Style Inventory, Hofstede's Cultural Dimensions, and Johari Window.

Team building exercises such as an all day trip through the fjords to a small farm, and learning journals augmented instruction. A 7-point Likert scale instrument measuring satisfaction and usefulness of each learning activity on areas such as course knowledge, sense of belonging and community, study habits, awareness of self and learning style, leadership style and communication style, stress reduction, and perceived behavioral change was administered at the end of the course. Results indicated students preferred experiential learning for diversity courses.

Keywords: diversity, experiential learning, student-centered andragogy, assessment.

Museums and Heritage Tourism

Juan Manuel Santana-Pérez
University of Las Palmas G.C.
Las Palmas, Spain

jmsantana@dch.ulpgc.es

Heredina Fernández Betancort
University of Las Palmas G.C.
Las Palmas, Spain

Abstract:

In recent years museums have changed from being predominantly custodial institutions to becoming increasingly focussed on audience attraction. Nowadays the emphasis is placed on museum-audience interactions in a more complex context. This change in the purpose and priorities of museums has made an impact upon the nature of heritage sites and on museum management. The recognition of new roles for museums and the need to appeal to differentiated audiences has created new challenges. This paper presents a study of several factors that influence the satisfaction of visitors to museums and heritage sites. We considered 14 sites of the most representative of the island of Lanzarote, where the main economic activity is tourism, which has developed a major supply of cultural resources and services for visitors.

In general, we see that little interest has been raised regarding communicative and learning aspects in the planning and management of these sites, we believe that the attention has been more focused on the offer than in the analysis of demand and the complexity of the visitor's experience. The results show that the communicative and learning factors are among the worst rated by visitors. The study suggests lines of work to develop in future research to enhance the natural and cultural resources, museums and heritage sites.

Keywords: Visitor Studies, Communication, learning, Museums, Heritage sites, tourism.

Session I

Nature based tourism I

Thursday 23rd September 2010 - 13.30 - 15.30

Sand Dunes as a tourism attraction versus regional development. Case of Southern Morocco

Maciej Dluzewski
University of Warsaw
Warsaw, Poland

dluzewski@uw.edu.pl

Karolina Sobczak
University of Warsaw
Warsaw, Poland

Abstract:

The aim of this study is to examine if Sand Dunes, being undoubtedly a tourism attraction, support the real advantages for economical development of arid zones.

The work is based on research held in the region of Mhamid (South Morocco) in the period 1999-2010 concerning the aeolian processes and forms, as well as socio-economical development.

The aeolian processes and dune development were researched with diversified geomorphological and sedimentological methods. The socio-economic development was analyzed on the basis of semi structured open questionnaires carried out with the inhabitants.

The results show that the fast growth of tourism is related mostly to big sand dunes located in Mhamid vicinity. This attraction makes possible the development of different types of tourism and tourism activities, such as 4x4, quads or camel rides.

At the same time, the research results show that the dune development makes an important threat for the economy of the region. An intense aeolian sand transport brings many difficulties for the agriculture, which has to be considered as the main source of local income. One must state that the tourism sector, even developing dynamically, can not recompense the general economic lost resulting from the development of sand fields. The consequence of this process is the strong emigration from Mhamid to big Moroccan cities or to Europe.

The educational level of Mhamid inhabitants is low, that is why they can find an employment in the tourism sector in a limited way and in basic areas (less paid posts) only. All the workplaces demanding a certain level of knowledge or/and high school education (such as management, reception) are taken by the citizens of other Moroccan regions or from Europe. This leads directly to conflicts with local people. The professionals from other regions, even if they know well their job requirements, do not know the local environment, as they do not come from arid zones. In consequence, they are not aware of a danger for the environment and society which can be caused in the desert by tourists.

Keywords: tourist development, regional development, desert areas, sand dunes, South Morocco

Business Success and Constraints in the Swedish Nature Tourism Sector

Peter Fredman
Mid-Sweden University / Etour
Östersund, Sweden

peter.fredman@miun.se

Christine Lundberg
Mid-Sweden University / Etour
Östersund, Sweden

Abstract:

The nature based tourism sector is characterized by small scale businesses often located in rural regions. As such, business success is not just dependent upon a sustainable use of natural resources, but also several external (e.g. infrastructure, destination images) and internal (e.g. management, human resources) factors. Many nature based tourism entrepreneurs are also motivated by non-monetary objectives, which imply management priorities different compared to other businesses. This presentation includes an analysis of business success factor and constraints among nature based tourism entrepreneurs in Sweden. Data collected in 2009 include in depth “life history” interviews and a follow-up telephone survey of 176 entrepreneurs associated with the Swedish Ecotourism Association, the Federation of Swedish Farmers and the public forest company Sveaskog. Results show that internal factors are more common for business success while external factors dominate among the constraints. Among the 26 success items studied, access to natural resources, skilful management and lifestyle are considered as most important, and much more so than participation in networks and certification programs. Among the 15 constraints studied, lack of capital, regulations, infrastructure and taxes are given the highest weights. Exploratory factor analyses of the success and constraint items yield nine success components and six constraint components respectively, and using regression analyses determinants of the different components are identified. This presentation elaborates how success factors and constraints are structured and associated with different types of businesses, including perceived monetary and non-monetary achievements.

Keywords: Nature Tourism Supply, Success Factors, Constraints

Fruitful instruments in a Nordic Setting? 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

Jan Vidar Haukeland
Norwegian University of Life Sciences
Ås, Norway

jan.vidar.haukeland@umb.no

Berit Grue
Knut Veisten
Institute of Transport Economics
Oslo, Norway

Abstract:

Various empirical scales have been developed to study peoples' environmental concerns and attitudes regarding nature experiences or outdoor recreation. Among the most frequently referred to in the tourism literature are the New Environmental Paradigm (NEP), the Wilderness Experience Preference (WEP) and the Recreation Experience Scale (REP). These scales have in common that they are built on several indicators to measure various underlying dimensions. The selected indicators are developed and validated outside the Nordic context and so far they have only to a limited degree been tested within this specific geographical region. Moreover, each of the abovementioned scales is utilized in separate studies and very seldom they tend to appear in the same survey.

The paper demonstrates the empirical application of these scales in a Nordic context: By means of a web survey among visitors in a Norwegian national park region in 2009 both Norwegian and foreign respondents were given the opportunity to state their opinion about environmental problems and nature experience issues in a formula corresponding to the various elaborated indicators.

Based on these observations, the usefulness of the scales is discussed and their explanatory power regarding concern for concrete environmental encroachments (impacts on wild reindeer, raptor nestling and vegetation loss) in the national parks is analyzed. In addition, the relationship between the scales and the expressed desires for a new tourism product development (gondola) in the protected areas is presented. The results are also compared with a new scale that has been recently elaborated within a Nordic framework.

Keywords: Environmental concern, nature experience, national park, scale

Hospitality and Wilderness Defining the Norms of a Cohabitation: the Case of the Mountain Hut

Alain Imboden

Les Roches Gruyère University of Applied Sciences
Bluche, Switzerland

alain.imboden@lesroches.edu

Abstract:

For decades, people have hiked in the mountains to experience and enjoy true wilderness. However, you find nowadays structures that challenge its supposed pristine nature. From path signs to trails equipped with ropes and ladders or even mobile networks, security is present in many mountain regions. Comfort and hospitality are also provided in the most remote places by mountain huts.

This paper analyses *how the cohabitation of hospitality and wilderness is represented through the medium of the mountain hut*. Two structures of mountain huts have been compared: huts operated by the *Swiss Alpine Club* and by the *Swedish Tourist Association*. Both structures are well established and regroup most mountain huts available in the country, respectively 53 mountain huts in the North of Sweden and 153 mountain huts in the Swiss Alps.

Representations of mountain huts are reviewed through a content analysis of texts and pictures available on the website of these two associations. Using the mountain hut as a medium, these two associations define each in their own way a system of norms and values that attempt to make hospitality and wilderness compatible. Reviewing and comparing these two normative systems reveals how a modern activity labelled as hiking relies on, tries to preserve but also and paradoxically challenges wilderness.

The analysis of this specific form of cohabitation of hospitality and wilderness reveals the conditions of existence of modern comfort in remote mountains. It also identifies compromises induced by both a desire to experience true wilderness and an expectation to find a structure bringing comfort to this experience.

Keywords: hospitality, mountain tourism, adventure, normative system, wilderness.

Session II

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

Thursday 23rd September 2010 - 13.30 - 15.30

The route to the sun: gatekeepers and motivators in the international second home tourism sector

Ulrika Åkerlund
Umeå University
Umeå, Sweden

ulrika.akerlund@geography.umu.se

Abstract:

During the last decade, second home tourism has gained the interest of tourism researchers, with a certain focus on domestic flows, amenity landscapes, effects of second home tourism, etc. One field of inquiry that is yet still relatively underdeveloped is second homes in an international perspective; and especially the factors that underlie and steer choice of destination of second home tourists. International mediation of recreational homes is not a new business sector, but a thorough mapping of the sector's agents and inner structures is still to be presented. Exploring the second home market available for sun-seeking Swedes, this paper aims to clarify the roles of agents and other factors within the international second home sector.

Based on interviews and a questionnaire survey, the sector's agents are explored. Emphasis is placed upon supply side steering opportunities and influence; the varying roles and interactions of the agents, and their function as mediators and gatekeepers in the international second home market.

The international housing sector is found to be highly complex and interlinked, and in many instances obscure for the buyer, why the mediation of knowledgeable agents might be important, especially if social networks at the destination are weak. Important factors influencing the decision are climate and culture, prior experiences of the destination, social networks, legal frameworks, infrastructure and accessibility, but also media coverage and mediation; the activities of estate agents, builders, and other mediators within the housing sector are thus influential.

Keywords: international second home destinations; second home motivators; seasonal migration; gatekeepers; steering factors

Full paper available on USB

Regard versus Demand: Second home owners' opinions about their own position in the host community

Maja Farstad
Centre for Rural Research
Trondheim, Norway

maja.farstad@rural.no

Abstract:

Second home owners are formally not local citizens of the host community, as long as their first home is not located in the same municipality. This implies that they are not subject to certain local rights (and responsibilities) attached to local citizenship. Anyhow, the second home owners' position in the host community seems to be somewhat blurred. To what degree should they be taken into account? Based on interviews with owners of second homes in four different Norwegian rural municipalities, this paper explores second home owners' opinions about their own position in host community, regarding rights, benefits and influence. The findings reveal two polarized categories of second home owners. The first one takes a host community's perspective, and do not raise their voice for fear of being a burden. The other category thinks that they deserve an advantageous position, based on the benefits the host community gets from the aggregated effects of the second home owners' presence. The latter category seems to be potentially more conflict-oriented towards their host community, as their expectations are higher, and may be hard to fulfill. Based on the revealed expectations among this kind of second home owners, the paper suggests that second home owners' position in host community should be properly debated and subsequently constituted on an national level. If this could be clarified both for the local authorities and the second home owners themselves, it would probably lay the foundation for a better social climate in the host communities of second homes.

Keywords: Second home owners, assessments of justice, conflicts, host communities

Family vacation in a Danish Holiday Home - motives and behaviour among second home renters

Jacob R. Kirkegaard Larsen
Aalborg University
Aalborg, Denmark

jacobrl@ihis.aau.dk

Abstract:

Within Danish tourism, rental of privately owned second homes makes up a considerable resource, seeing that the renters account for approximately 55 pct. of all foreign overnight stays - families with children being the main segment. The second home - or holiday home - as well as the tourism industry in general, is however assigned to economic crises and growing competition among destinations on a global scale. Hence, understanding tourist motives and behavioural patterns might be more important than ever for the Danish holiday home to stay competitive also in the future.

In academia significant research has been submitted to the understanding of second home owners' motives with only a few studies including a renter perspective. A holistic understanding of motives within second home tourism thus seems to entail a more thorough investigation on the renter perspective. Pilot interviews with central stakeholders within Danish holiday home tourism suggest that the primary motives among renters are similar to basic motives of second home owners, i.e. nature, inversion from everyday life, family togetherness and relaxation - though combined with more entertaining activities (e.g. visiting fun parks) and sightseeing. However, when it comes to tourist behaviour in the holiday home area incomplete knowledge seems revealed. Closeness to the beach is continuously stressed as a mayor attraction but apparently sun bathing, swimming and long walks are the only experience offers available which on the one hand seem somewhat incompatible with the Danish weather conditions and on the other presumably fail to meet the demand of the younger members of a family with children.

Based on 10 in-depth qualitative interviews with German, Danish and Norwegian families during the main season (July-August) 2010 in two Danish holiday home destinations, this paper is part of an ongoing PhD project and aims to provide further reflections on second home tourism by comparing renters' motives and experiences for a holiday in a rented second home with a literature review of second home owner motives and hereby shed light on potential differences and similarities between two dominant species of second home users.

Keywords: Second home, renters, family holiday, motives, behaviour, Denmark.

Second Homes and the Politics of Home

Dieter K. Müller
Umeå University
Umeå, Sweden

dieter.muller@geography.umu.se

Abstract:

Increasingly mobile lifestyles among certain groups in western societies make second homes in many cases more than just leisure properties; instead second homes are also related to place attachment, home and identity. This is not always without conflict and struggle over access to amenities and decision-making. Moreover, second home tourists are loyal visitors and sometimes they outnumber the local residents. Still, in policy making and administration they remain 'invisible' and often excluded from local communities and decision-making. Subsequently second home tourism is frequently considered a burden to local communities, owing to its impact on local price levels, land consumption and increasingly also because of the ecological impacts of recurrent travel to and from the second homes. But do second home tourists have inferior rights of place? Instead, it can be argued that there is reason to consider second home tourists as asset for local and regional development and not only as problem for planning and administration. This paper addresses the nexus of second homes and community based on two recent surveys of second home owners in Sweden. It is argued that second home owners indeed are at home at their second home. This requires however a re-thinking of home, place and citizenship.

Keywords: Second homes, home, tourism, politics, community

Behavioural modes of second home owners in Iceland

Martin Nouza
University of Iceland
Reykjavík, Iceland

mnouza@yahoo.com

Rannveig Ólafsdóttir
Icelandic Tourism Research Centre
University of Iceland
Reykjavík, Iceland

Abstract:

During the past decades second homes have gradually become important part of Icelandic culture. Such development has greatly influenced local landscapes and environment, but has likewise led to changes in behaviour of second home owners. This study focus on motives and behaviour of second home owners in Iceland in order to understand the evolution of the second home phenomenon and predict its future development and impact on Icelandic environment. The study is based on extensive questionnaire survey sent to second home owners which was designed to reveal common behavioural patterns of second home owners and also their attitudes towards different products of domestic tourism. Thus, the result will unveil different attitudes between second home owners regarding their demographic status, what kind of activities they practice during their stay in second home and also how they perceive further development in the area. This study is a part of a larger research project focusing on analysing and mapping different aspects connected with development of the second home phenomenon in Iceland. Previous research revealed unpredicted pattern of spatial distribution and that the second home phenomenon in Iceland is not significantly connected with urbanization process, but is rather a lifestyle choice involving people distributed all around Iceland.

Keywords: Second home, tourism, behaviour, motives, Iceland.

Session III

Image and marketing strategies

Thursday 23rd September 2010 - 13.30 - 15.30

Does firm contribution to destination networks' small world structures act as a carrier for innovation and performance?

Håvard Ness
Buskerud University College
Hønefoss, Norway

Havard.ness@hibu.no

Jarle Aarstad
Bergen University College
Bergen, Norway

Sven Haugland
Norwegian School of Economics and Business Administration
Bergen, Norway

Bjørn Ove Grønseth
Buskerud University College
Hønefoss, Norway

Abstract:

Research has shown that networks exhibiting so called small world structures (a network property where high degrees of local clustering exist in combination with short average path length between the nodes) can act as a carrier of firm performance and innovation. Nevertheless, these studies take a network level of analysis, whereas each single network member in fact contributes to either increase or decrease a network's small world structure. In this paper we therefore carry out an explorative study, in which we examine if each single firm's contribution to the collective small world structure is associated with performance and innovation at firm level. We study our research question on a sample of mountain destination firms in Eastern and Southern Norway. A cluster of nine mountain destinations are included, and we conduct quantitative network analysis to explore the relationships. Our study consequently adds to knowledge about social network structures in general, and tourism destination networks and destination development in particular.

Sustainable tourism: are we knocking at the wrong door? - Marketing implications of current research on environmental behaviour in three Swedish destinations -

Adriana Budeanu
Center for Tourism and Culture Management
Copenhagen Business School
Copenhagen, Denmark

ab.tcm@cbs.dk

Åke Thidell
Mikael Backmann
Tareq Emtairah
The International Institute for Industrial Environmental Economics
Lund University
Lund, Sweden

Abstract:

Compared to corporate and governmental efforts for implementing sustainable tourism practices, consumers seem less interested to adopt sustainable lifestyles during their holidays. Despite optimistic views generated by studies into the tourist preferences, research that investigates the actual behaviour of tourists indicates that a large majority are still reluctant to change their habitual consumption patterns for the sake of sustainability goals. On average, only one in eight people who declare to have high concerns for eco-social aspects of their holidays, take real action by choosing environmentally friendly transportation or buying local produce to support local economy. Overall, tourist support for sustainability is slow, failing to fulfil industry and governments' goals and expectations related to sustainable tourism.

One of the reasons for the gap between industry efforts to engage tourists and their low response may be the insufficient understanding of the complex environmental behaviour of tourists, which hinders the success of marketing strategies aimed at promoting sustainable tourism offers.

Building on an extensive survey of leisure travellers, conducted in 2008-2009 in three Swedish destinations, this paper brings empirical evidence about tourist choice and awareness of environmentally sound alternative options in mobility, lodging and leisure activities at the destinations. From the analysis of results, the paper draws implications for the design of "behaviour-changing" information campaigns and marketing strategies aimed at promoting sustainable tourism. Concluding reflections are dedicated to possible improvements that may enhance the effectiveness of marketing strategies in convincing tourists to support sustainable tourism initiatives.

Keywords: sustainable tourism, sustainable marketing, tourist environmental behaviour

Tourist Image and City History: Barcelona and its Attractiveness throughout an Expanded 20th Century

Gemma Cànoves
Universitat Autònoma de Barcelona
Barcelona, Spain

Gemma.Canoves@uab.cat

Raul Suhett de Morais
Universitat Autònoma de Barcelona
Barcelona, Spain

Abstract:

To walk at a tourist city is to experience its present and also its past, its history. One sees layer upon layer of the days gone by. Its past has been built brick by brick to make up an image that represents its people's feelings, habits, ideals, memories. It has been molded and passed on so that it represents what it is and what it was. However, how the city is shown to the tourists? Is the city presented today the same one it was presented to tourists one hundred years ago? To understand what kind of relationship there is between a city's tourist image and its history is crucial to identify how it changed and what kind of changes on history are passed on to tourists. To accomplish it, we chose Barcelona as the city to be analyzed. We will study its major historical changes from the end of the 19th century until the beginning of the 21st in order to understand which of these changes reached the want-to-be tourist. How come Barcelona's tourism was based on the gothic churches, moved on to the beaches, passed by the sport theme and discovered the Modernista architecture? Our methodology is based on the analysis of one of the most important tourist information sources: the guidebooks, the inseparable friend of any foreigner. We will also count with the help of the work of several authors from many areas such as, among others, Geography, Architecture and Urbanism, Sociology, and, of course, Tourism.

Keywords: Tourist city, tourist image, tourist information sources, guidebooks, Barcelona.

To conceptualize a tourist destination

Guðrún Þóra Gunnarsdóttir,
Holar University College
Hólar, Iceland

ggunn@holar.is

Lenka Uhrova,
Tourism consultant
Dalvík, Iceland

Abstract:

This study is set in the context of an increasing competition between tourism destinations, both on national and regional scale. Tourist destinations represent an amalgam of services, natural and social landscape as well as existing on multiple levels, namely national, regional and sub-regional. The path towards being a well-recognized destination presents a difficult marketing challenge, and it is not a simple process to translate all the various factors that give a region its special appeal into a synthesized marketing concept that creates a strong and sustainable image for the destination.

The aim of this study is to explore how tourist destinations in Iceland are defined and conceptualized in order to understand how well the destination marketing reflects the services and products offered. The focus is on the one hand on the tourism actors, the way in which they understand and define tourist destinations and how they want to communicate it to the greater world. On the other hand destination image making in Icelandic tourism promotion material is explored, both on a regional and a national basis.

The methodological approach consisted of semi structured interviews, content analysis of brochures and an appreciative inquiry. Key players in Icelandic tourism development and regional marketing were asked to describe the regional image and the destination image-making process. The representation of the region was also explored in prominent tourism promotion material and compared to the picture painted in the interviews. In addition, appreciative inquiry was used to understand what tourism entrepreneurs in a small and an emerging destination in Northern Iceland identify as being the key issues for the formation of a successful rural tourist destination. Again, the results were compared to the representation in the promotional material for the region.

As clearly stated in the tourism marketing literature, viable and strong destination image has to be securely reflected in the various tourism products and emphasis in the service delivery. The preliminary results of this study indicate that this is not necessarily the case, in particular not on the regional tourist destination base. Or in other words, the destination promoted is not necessarily the one defined by the tourism actors.

Keywords: image, promotion, regional tourist destinations, tourism entrepreneurs

The entrepreneur, creativity and the tourism industry

Gunilla Lönnbring
Karlstad University
Karlstad, Sweden

gunilla.lonnbring@kau.se

Sven-Erik Karlsson
Karlstad University
Karlstad, Sweden

sven-erik.karlsson@kau.se

Abstract:

Our empirical interview studies on Swedish countryside among successful entrepreneurs, among others tourism entrepreneurs; the following research question has developed: what is creativity and which is the relationship to creative places?

Our intention in this paper in this paper is to discuss theoretical concepts for understanding creative places.

First we problematize the concept of creativity. It is a concept that is distinctively double sided. It is difficult to define, with inherent contradictions. Enterprising is all about a complex occurrence of individual, social and cultural factors. Using such a perspective, economic driving forces become only one jigsaw piece in the understanding of the conditions of enterprising. Enterprising comes to be about both individuality and structural conditions, and about both history and the present. Or perhaps about both time and place.

Creativity in enterprising is seen as an individual phenomenon and is linked to personal characteristics. Descriptions like “enthusiast” “designer” and “entrepreneurial personality” are examples of this view. Here it is only the individual who is able to develop enterprising ideas and entrepreneurship. The opposite view also exists, where the emphasis is on the enterprising climate and its conditions for new ventures. Enterprising is then seen as being about financial structures and regulations within the areas of for example taxation and the availability of grants. Enterprising is about a combination of individuality and the enterprising soil. Secondly, we argue that the enterprising soil is a better concept than enterprising climate. The soil concept takes into account the social and cultural basis for enterprising, as well as the history of supply strategies and the social capital that these have created. As a result of using this perspective, we can also regard environments other than large cities and metropolis as creative environments.

Full paper available on USB

Session I

Nature-based tourism II

Thursday 23rd September 2010 - 16.00 - 18.00

Economic effects of primary and secondary nature based attraction

Linda Lundmark
Umeå universitet
Umeå, Sweden

linda.lundmark@geography.umu.se

Abstract:

The development of commercial tourist services is usually considered to improve the economic multiplier effect and thus stimulate employment development. The purpose of this study is to look at the connections between nature based tourism and local and regional development. Particularly in terms of nature-based tourism, one important distinction to make is between the effects of primary nature based attractions, tourism products derived from natural amenities that are sold as commodities, and of nature as secondary attraction, as a backdrop for other activities that may not be packaged and sold as a product. Many researchers have concluded that different types of tourism give different impact on the local and regional context. This encourages the identification of factors that may explain the success or failure of destinations and businesses focusing on nature based tourism both as primary and secondary attractions. Among the general positive impacts on local and regional development are that tourism might help alleviate problems of unemployment and out-migration caused by general restructuring and globalization and also introduce positive images of the rural. The negative impacts are often associated with leakage caused by external ownership and non-local supplies, as well as seasonality and non-local labour. Variations in accessibility and a lack of suitable products limit the possibility for tourism businesses to make a living out of primary nature-based tourism products.

Keywords: nature based tourism, local and regional development

The mutual relationship of ecosystem conservation and community development in Kilimanjaro National Park and its adjacent village: a case study on ecotourism potential

Shogo Mlozi

School of Management, Huazhong University of Science and Technology
Wuhan, China

shogo04@gmail.com

Antti Haahti

Tourism Research and Education Institute
University of Lapland
Rovaniemi, Finland

Abstract:

Ecotourism is traveling to a natural place that conserves the environment and improves the well being of local people. In addition, it goes beyond attempts to merely minimize environment disturbances or degradation by demanding the residents and visitors act responsibly to ensure the long-term health and viability of the environment.

This research was based on a survey of local communities representatives views of ecotourism in Kilimanjaro National Park (KINAPA) and its adjacent village. Its objective was to assess the mutual relationship between ecosystem conservation and community development as a result of ecotourism potential. To reach to a conclusion, discussions on land use practices and living condition of local people in the study area were presented together with related tourism and ecotourism activities.

Systematic sampling techniques was used for semi-structured questionnaire interviews. Questionnaire was designed to cover ecosystem conservation components such as species diversity, water and soil related issues, while on the other hand community development components included cultural traditions, well-being, and community participation. Other data collection techniques were focus group discussion and use of key informants.

The results revealed that there is a significant statistical relationship between ecosystem conservation and community survival at 0.01 level of significant with r value of 0.607, so attempts to improve one system that is either ecosystem conservation or community development would be ineffective if the other system is ignored. Other important observations in the study area is that local people consider tourism as livelihood. This is evidenced by number of enterprises that may be called tourism related enterprises and employment opportunities from park ecotourism projects. With regard to land use, majority of respondents pointed out that land had become a serious problem in the study area due to increase population. Both population growth and shortage of land are limiting the viability of the system.

Keywords: Ecotourism, Ecosystem conservation, Community development, KINAPA

Quality Assessment Survey - a method to increase sustainable awareness?

Per Åke Nilsson
Holar University College
The Icelandic Seal Centre
Hvammstangi, Iceland

per@selasetur.is

Abstract:

The increased growth in wildlife tourism brings about a greater demand for closer interaction with wild animals in their natural habitats. Wildlife tourism is often considered to be a minimum impact activity but in recent years, it has been recognized that an increased understanding of tourist - wildlife interactions is necessary for the sustainability of wildlife tourism experience. The increase in popularity requires a situation where science and research are complemented by a long term monitoring, which can contribute to increasing knowledge and better management.

The tourist/wildlife interaction has two contradictory goals inherent: To protect wilderness conditions both with regard to preserve natural conditions and to offer opportunities to quality experiences
To meet the right for people to recreational use with as little restriction on access and freedom as possible

A quality assessment questionnaire, directed to the tourists, is one tool to improve the knowledge base for the entrepreneurs with regard to information but also to the researchers with regard to public views on nature protection. The questionnaire contains two different sets of questions, covering two different views on nature protection: deontological and teleological codes for behavior.

The deontological code requests an ethical behavior with focus upon one's duty to follow rules, policies and procedures. These questions are divided into two groups: those who think it is valuable to follow the rules and those who think it is unnecessary to follow the rules. The teleological code has focus on the results of one's actions where means and intentions are of secondary importance.

This paper shows the different attitudes among the visitors and may function as a base for a longitudinal study which will show prospective trend changes.

Forest elements' aesthetic value in rural tourism development context

Ausrine Armaitiene

Recreation and Tourism Department, Klaipeda University
Lithuania

ausrine.armaitiene@gmail.com

Arvydas Urbis

Jurgita Raisutiene

Jurate Barauskaite

Recreation and Tourism Department, Klaipeda University
Lithuania

Abstract

Rapid development of rural tourism and the growing competition among the territories of rural tourism raise the requirements for the landscape formation and management. The rural landscape consists of the complexes of natural and anthropogenic components, and the measurement of the aesthetic value of each component is specific. Despite hundreds of research works into the aesthetic values of large-scale forest landscapes held from late 1960s until the present time, the main theoretical conclusion followed that there could not be any universal standard theory and methodology for the aesthetic assessment and appreciation of landscapes (Gulinck et al., 2001). Landscape perceptions result from the relation between individuals and landscapes, thus, different cultures respond differently to different aesthetical features of rural landscapes. The theories of the landscape aesthetics suggest that the content and spatial arrangement of landscape attributes could be used to predict landscape preferences which are very important in the contemporary rural tourism development. The paper presents the research into the aesthetic value of rural landscape based on the survey of 1,500 respondents in the territory of Lithuania. The research was conducted in the period of 2005 to 2009. The results of the research witnessed that the most significant cause of the respondents' aesthetic landscape-related experiences was based on the relief; the evaluation of the same landscape differed depending on long, medium, and short distances; the forest element acted as the essential axis of the levels of the relief; and, for Lithuanian residents, detached old trees (oaks, linden-trees, maples and birches), the old homestead plants, and small pine- tree groves and spruce in the rural landscape were of the greatest value.

Keywords: aesthetic value, rural landscape, forest, rural tourism.

Session II

Image and marketing strategies II

Thursday 23rd September 2010 - 16.00 - 18.00

Social Media Strategies for Destination Management

Ana María Munar
Copenhagen Business School
Copenhagen, Denmark

amm.int@cbs.dk.

Abstract:

This paper analyses the strategies that destination management organizations (DMO) have adopted in relation to social media. It presents a theoretical framework for understanding the different ways in which DMO use social media in the management of their destination brand. It provides a critical examination of the framework by studying the policies and initiatives that the Scandinavian Tourism Board and the DMO of Norway, Sweden, Finland and Denmark have implemented towards social media and user generated content. The study relies on qualitative research methods such as in-depth interviews with managers responsible of social media strategies, content analysis of social media platforms and field research based on the project 'Travel 2.0 promotion in Asia and Pacific'. Study findings reveal the challenges and opportunities related to the adoption of different strategies of social media use in destination management. Results show a dominance of marketing and mimetic strategies, an extensive use of ad-hoc initiatives, conservative management tendencies towards increased interactivity on the Web and a low level of organizational innovation in relation social media. Finally, the consequences of a knowledge gap on the impact of tourist generated content for destination branding and the opportunity that analytic strategies represent for the development of tourism destinations are discussed.

Keywords: destination management organizations, social media, Scandinavia, branding

Marketing and future potential of hunting tourism in Iceland

Eyrún Jenný Bjarnadóttir
Icelandic Tourism Research Centre
Akureyri, Iceland

ejb@unak.is

Hjördís Sigursteinsdóttir
The Research Centre of the University of Akureyri
Akureyri, Iceland

Abstract:

Evidently sales and marketing organizations throughout Europe have a great interest in hunting tourism in the Nordic countries according to a survey on the marketing and future potential of hunting tourism in the North. The survey was made as part of an international collaborative project, North Hunt, aimed at developing sustainable hunting tourism in the Nordic periphery. The future potential of five countries in the North was surveyed, Finland, Sweden, Iceland, Scotland and Canada.

The survey indicated clearly what opportunities are possible in Iceland and also in the other Nordic countries but several things need to be borne in mind. We need to be very aware of the fact that wild game is a limited resource and thus needs to be hunted with care, i.e. it matters greatly how tours are operated. It is vital that this is done in a sustainable way so that the game is not over exploited. There is also a risk of tension between traditional hunting practices of rural inhabitants and hunting utilized as a business opportunity. Our presentation reflects the attitude of sales and marketing organizations towards future potential of hunting tourism in Iceland and its affect on economic viability in rural areas.

Keywords: Iceland, Hunting tourism, marketing, rural

Tourism in land protected area in the Czech Republic

Michaela Antoušková
Czech University of Life Science, Prague
Prague, Czech Republic

antouskova@pef.czu.cz

Abstract:

In the Czech Republic there exist 2 national parks and 24 land protected areas, defined by the law. However the main aim of creating these areas is a nature protection, they may be also attractive aims for tourist visits. The landscape becomes a place for recreation and other forms of tourism. How and why is the landscape used is defined according to the individual preferences of tourists and residents. The paper aims to answer the question what are the preference of tourist in land protected areas and what type of landscape the tourists prefer. The paper focuses on the one of the land protected areas in the Czech Republic and aims to find the relation between tourism and the perception of the landscape. To fulfill the stated aims the questionnaire is prepared. The aim of prepared questionnaire is to find out the motivation for the visit of land protected area, activities of tourists in these areas and their perception of landscape. The GIS will be used as an effective tool for interpreting the results. Pieces of knowledge introduced in this paper resulted from solution of internal university grant n. 200942009 "Influence of aesthetic values on tourism in land protected areas"

Keywords: land protected area; landscape; tourism; GIS

The meaning of age - age negotiations in mature tourists' holiday consumption

Karina M. Smed
Aalborg University
Aalborg, Denmark

ksmed@ihis.aau.dk

Abstract:

Perceptions of age are fluctuating, constantly changing, perhaps due to rapidly changing ways of life in general. It is nevertheless not unusual to encounter age related stereotypes that position mature consumers in ways that seem rooted in the past and thus somewhat outdated for today's consumers. These are not accurate portrayals of mature age groups, and certainly not accurate in terms of how members of such age groups seem to perceive themselves. This may create problems when the tourism industry is attempting to communicate with these consumers, because misinterpretations might occur and products and/or services might be rejected on such grounds. Symbolically speaking, miscommunication in terms of age may also have severe effects, when age perceptions related to specific products or services are not corresponding to age perceptions within the target group.

The purpose of this paper is to address age and the way in which it plays a role in communication around holiday consumption between mature consumers and suppliers. Chronological - and cognitive age have been applied as concepts to explore age perceptions within the mature consumer segment. Qualitative interviews and roundtable discussions with Danish and German mature consumers make up the empirical foundation. Results seem to indicate that age is negotiated and used by mature consumers in various communications around holiday consumption, sometimes relying on age related stereotypes and sometimes in attempts to disconfirm them.

Keywords: market communication, holiday consumption, age negotiation, mature consumers

Storytelling - A Means of Creative Destination Development?

Lena Mossberg
Handelshögskolan BI
Gothenburg, Sweden

Peter Björk
Hanken School of Economics
Vaasa, Finland

peter.bjork@hanken.fi

Anette Therkelsen
Aalborg University
Aalborg, Denmark

Anna Karin Olsson
University West
Trollhättan, Sweden

Edward Huijbens
ITRC
Akureyri, Iceland

Abstract:

The objective of this paper is to scrutinize the possibilities and drawbacks of using storytelling as a means of developing and marketing Nordic tourism destinations. On the basis of five selected Nordic cases, the paper sheds light both on the ways in which storytelling is practiced and how stakeholder cooperation unfolds and seeks to determine the prerequisites for using storytelling as part of a destination development strategy.

Drawing on the literature on storytelling, primarily marketing related contributions, as well as theory on inter-organisational relations, the paper develops a theoretical model which centres on four closely interrelated elements: types of stakeholders involved; stages of the storytelling process; outcome of the storytelling process; and destination development. The theoretical model serves as a central tool for the subsequent case analyses. The five cases consist of rich sets of data: interviews with main stakeholders; collection of industry documents, marketing material and media coverage; observation of stakeholder meetings; and participant observation of storytelling events.

Preliminary findings suggest that some cases are characterized by individual stories of many qualities in terms of dramaturgical principles and customer involvement, however, an overall story framework is non-existent which makes the storytelling initiative poorly suited as a means of destination development. In other cases a more holistic coordinated story can be identified that ties the individual stories together and on this basis a common identity for the destination seems to materialize. The nature of stakeholder relations helps explain why some storytelling practices have destination development potential whereas others have not.

Keywords: Storytelling practices, stakeholder cooperation, destination development, 5 Nordic cases

Session III

Heritage tourism and advancements in Festival Management Research

Thursday 23rd September 2010 - 16.00 - 18.00

The Art of the Turf: Architectural Politics and Heritage

Sigurjón Baldur Hafsteinsson
University of Iceland
Reykjavík, Iceland

sbh@hi.is

Abstract:

With the election of a new government in 1991 in Iceland, neo-liberal ideology of governance was introduced. Now state sponsorship of economic activity was deemed to be morally wrong, because it skewed competition, and was considered economically wasteful. Previously state run businesses were privatized and a powerful discourse arose on the importance of individual initiative, responsibility, and freedom. This political change affected the cultural scene profoundly, including the museum and heritage sector, with its emphasis on de-centralization, institutional revisionism, entrepreneurship and global participation. In this paper I will discuss how these changes have restructured the management of museums and cultural heritage, and influenced how heritage tourism is conceptualized and promoted. In particular I will discuss these issues in relation to the ways in which Icelandic architectural heritage has become a contested heritage project locally for Icelanders and at the same time globally, through a governmentally sponsored initiative to reserve a place for Icelandic turfhouse heritage on UNESCO's World Heritage List.

Social impacts of five festivals in small and remote areas

Reidar J. Mykletun

Norwegian School of Hotel Management, University of Stavanger
Stavanger, Norway

reimykle@gmail.com

Abstract:

The last 20 years has seen a sharp increase in number of festivals. Research has shown that visitors appreciate the festivals and that they generally are economical viable. However, the perceptions and appreciation of festivals by local inhabitants are still under-researched. The study assumed that appreciation by the local inhabitants may be an important precondition for sustainable festival development. Hence this study focused on how the local, permanent inhabitants in a rural municipality and a neighbouring small town in South-Western Norway perceive the five festivals hosted annually by their municipalities. The festivals were two rock festivals (since 1962 and 2006, respectively), an emigrant festival (since 1989), a salmon festival (since 1991), and a small-town festival (since 2005). Data were collected by interviews to a sample of 44 inhabitants. The interview was developed from the "Social Impact Perception Scale" (SIP, see Small, 2007). Open interviews were made with the five festival managers and the local chief police officers. Newspapers were searched for articles presenting opinion on the festivals. Although the perceptions of the festivals varied across the respondents, the dominant findings showed that the festivals were perceived as creating growth and development in the society, learning opportunities, conservation of culture and history, income for merchants and the tourism sector and they gave the place a positive image. They contributed to unity and team-spirit and facilitated socialising with migrated former inhabitants that returned home during the festivals, and the festivals brought entertainment and fun. Locals felt pride of the festivals, which were perceived as well integrated in the society. Negative impacts, as traffic congestion, noise and disturbance of public order were observed but outbalanced by the positive aspects of the festivals. In conclusion, the social impacts of these festivals were seen as positive, contributing to the sustainability of these festivals.

Keywords: Norway, Kvinesdal, Flekkefjord, festivals, social impacts

Festivals' Sponsorship Potential

Tommy D. Andersson,
University of Gothenburg
Gothenburg, Sweden

tommy.andersson@handels.gu.se

Harald Dolles
Donald Getz
Centre for Tourism
School of Business, Economics and Law at University of Gothenburg
Gothenburg, Sweden

Reidar Mykletun
University of Stavanger
Stavanger, Norway

Abstract:

Few would argue that the sponsorship market is a perfect market. Information about the size of sponsorship fees is seldom available. Both buyers (e.g. sponsoring firms) and sellers (e.g. events and festivals) have considerable difficulties in assessing what is a reasonable sponsorship fee for an event marketing contract and what factors should be taken into consideration for such an assessment of a festival's potential for sponsorship income.

The aim of this study is therefore primarily to generate more empirical knowledge about the sponsorship market for the benefit of sellers, buyers as well as the market itself and to address the following three basic research questions:
What amount and range of sponsorship fees does the average festival receive?
What factors influence sponsorship income for festivals?
What measures can a festival manager undertake in order to increase the festival's potential for sponsorship income?

The empirical section is based on data from 260 interviews of festival managers in Australia, Norway, Sweden and UK. The data base is used to empirically explore the three research questions and testing for statistically significant differences between means, correlations and regression models.

Results show that festival size, professionalism and "fit" significantly influence sponsorship income in monetary terms. Several festival strategies to increase sponsorship income are surprisingly effective and are able to create significant and positive differences in sponsorship income.

The festivalisation of the rural periphery; creation of public space

Arvid Viken
Finnmark University College
Alta, Norway

arvid.viken@hifm.no

Kari Jæger
Finnmark University College
Alta, Norway

Abstract:

There has been a growth of festivals in Europe the last 20 years, also in rural parts of Northern Norway. The argument put forward here is that festivalisation of these areas reflect a need related to modernisation, as changed social patterns and public spaces. In this perspective the paper investigates why these festivals are created, what have been the forces behind, and what the aims for the festivals currently are. Six categories are used to illustrate the festivals' roles: Content of the festival in the beginning, the starting process, motive and role of entrepreneurs, community involvement, aim and character today, and their relations to tourism. Through this the importance of the festivals in the constitution of modern rurality will be explored. The paper takes a point of departure in theories of rural development, cultural economy and wellbeing.

The paper is based on quantitative and qualitative studies of festivals in northern parts of Norway (Finnmark and Troms). The festivals cover a wide spectre of localities, including indigenous communities, places on the border to Russia and Finland, and areas with culturally mixed populations (Norwegian, Sami, Finnish and Russian). The quantitative part of data is from a questionnaire to 56 festival managements, whereas the qualitative data are from in-dept interviews with key-persons and participants of four of the festivals.

Keywords: Festival creation, festival character, community challenges, rural areas

Social Media and Strategic Market Communications of Festivals

Szilvia Gyimóthy
Tourism Research Unit, Aalborg University
Aalborg, Denmark

gyimothy@ihis.aau.dk

Mia Larson
Centrum for Tourism, Gothenburg University
Gothenburg, Sweden

Abstract:

Since the emerging omnipresence of social media usage in Western societies, marketers have been eager to harness the strategic communication potential of new media (e.g. blogs, wikis, visual content sharing sites and online communities). This is also apparent in event tourism; for instance music festivals have proved to be early adopters of Facebook fan sites and Twitter in order to distribute information, campaigns and celebrity rumors to their potential visitors in an inexpensive way. On the other hand, the strategic use of social media has also been hypothesized to be paved with a number of challenges.

In order to fill a void of empirical studies of managing festival communications, this paper explores how social media is used as a tool for marketing and service innovation. By conducting focus groups and personal interviews with larger music events (Storsjöyran, Way Out West and Roskilde festival), we investigate current practices, perceived risks and opportunities for revitalizing event communications in general. During the inventory phase of the research project, two distinctive fields of knowledge gaps have been identified, namely (1) the effect and efficiency measurement methods in a social medial mix and (2) dilemmas of crowdsourcing as an institutionalized practice.

Keywords: event management, marketing, festivals, social media, Roskilde

Indigenous Tourism - An Empirical Examination of Valene Smith's 4Hs from a Visitor Perspective

Tore Einar Johansen
Harstad University College
Harstad, Norway

tore.einar.johansen@hih.no

Mehmet Mehmetoglu
Lillehammer University College
Lillehammer, Norway

Abstract:

Indigenous tourism has in the past three decades received a growing attention from the tourist market as well as from tourism academics. The research conducted regarding indigenous people has often treated the subject from a conflict perspective. We have in the current study employed a symbiotic perspective, and have pointed out a possible mutual benefit between tourism and indigenous people. In order to find whether indigenous people involved in tourism-experienced production have an empirically-grounded knowledge basis for their innovations, we have examined Valene Smith's useful framework (Habitat, Handicrafts, Heritage and History) for indigenous tourism in an indigenous event in Norway. In so doing, we have investigated the importance of Smith's 4Hs for the visitor experience. The findings indicate that habitat is clearly the most salient component of this particular indigenous event in that it positively influences the visitors' satisfaction with the festival, willingness to recommend the festival, and willingness to pay at the festival. Further details of the findings as well as the study's implications are also provided.

Keywords: indigenous tourism, cultural tourism, festival, Sami, visitor experience

Keynote presentations

Friday 24th September 2010 - 9.00 - 10.00

Managing Place Reputation in a World of Paradigm Shift

Annette Pritchard

The Welsh Centre for Tourism Research, Cardiff School of Management, UWIC
Cardiff, Wales

Apritchard@uwic.ac.uk

Abstract:

The first decade of this century has been one of ‘many perfect storms for the travel and tourism industry’ as Chiesa put it in a report to the World Economic Forum in 2009. It began with the New York 2001 attacks and will end amidst the worst economic crisis since the Great Depression. The years in between have seen war in Afghanistan and Iraq, the SARS and avian and swine flu outbreaks, and too many natural and human-induced environmental disasters to list. As tourism growth rates are closely correlated with economic business cycles, the coming years promise to be tough ones for the industry. Characterised by Richard Florida (2010) as ‘The Great Reset’, these are sharply transitional times, which may well prove to be a generational period of economic and social change during which individuals and places will need to find new ways of living and working.

Places compete in attracting visitors, residents and businesses. They do this by creating a place brand that encapsulates the qualities that the place has and generates powerful and memorable positive associations. Arguably, places which have built strong and dynamic brands have an easier time attracting businesses and talent within the knowledge economy. It is becoming increasingly difficult to differentiate places according to ‘hard’ factors such as their infrastructure, economy and accessibility as so many score well in this regard. Thus, a place’s so-called ‘soft’ factors (such as its ‘tone’, tales, tolerance, technology and talent) are assuming more importance with tourists and potential investors. Thus, a place’s tone (its ambiance and the attitudes of its people) and its tales (its heritage and narratives), are inseparable from the place itself, which suggests that activities traditionally associated with tourism have an important influence on wider perceptions of the place and hence its reputation. A place with a positive reputation finds it easier to compete for attention, resources, people, jobs and money; a positive place reputation builds place competitiveness and cements a place as somewhere worth visiting. This means that places looking to build or maintain strong reputations must consider a holistic approach to their brand which incorporates economic development, tourism and a sense of place - and which opens up controversial questions of place authenticity, brand narratives, leadership and authorship, performativity, story-telling and aesthetics. In this keynote, I will explore place reputation and consider these and other questions, including what do we mean by ‘creative destinations’, how should they embrace innovation, creativity and sustainable living and what is the role of tourism in communicating place reputation?

Keywords: place reputation; creativity; innovation; sustainability; paradigm-shift.

Creating Creative Destinations

Katrín Anna Lund
Department of Geography and Tourism
Faculty of Life and Environmental Science

kl@hi.is

Abstract:

This paper will invite the audience to journey with me into different directions to examine the texture of possible 'creative destinations'. The journeying is an attempt to weave together a variety of destinations - perhaps innovative, perhaps vibrant, perhaps dull - but still destinations that are created through the journey itself, providing a real sense for the destination as alive and creative. My argument is that by looking at the details in the course of the journey we can get a closer insight into the tourist experience that is most often overlooked in the course of marketing destinations. I will demonstrate that getting closer to the tourist experience does help us to get closer in touch with the tourists themselves, improving the knowledge of who they really are. Simultaneously it will help us to get to know the destinations, not merely as places to visit, but rather as a part and parcel of the journey itself, and as such as active agents in creating creative destinations.

Session I

Nature-based and geo tourism

Friday 24th September 2010 - 10.30 - 12.30

Children of the wild

Peter Varley
Lochaber College
Fort William, UK

Peter.Varley@lochaber.uhi.ac.uk

Abstract:

This paper looks at how an ecosophically informed tourism strategy, based on research (originally conducted around the idea of a 'National Centre for The Mountain Environment' in the Cairngorms National Park), may serve to encourage a richer tourist engagement with the region's wild places. The original study draws on a variety of qualitative research techniques including semi-structured interviews, participant observation and the development of ethnographic narratives with visitors and tourists to Cairngorm Mountain. These themes are then considered in the light of ideas about how we 'feel' wild places.

This research was structured around three key themes. These were: an assessment of the significance of the 'wild' environment for visitors to the site; an analysis of the impact of built infrastructure on their experiences; and consideration of the lack of opportunity for visitors to sensually engage with their surroundings and with 'nature' more generally. Significantly, these ideas are broadened out via applications of Naess' thinking in this area and a critique of the late-modern tourist experience as often ocular, romanticised and 'comfort-managed'. This paper concludes by considering the authentic responses of children to their environment, and ways in which such unconditioned responses might be supported and facilitated for all tourists in such settings. Embedded in this discussion are deeper sociological concerns such as the degree to which 'nature' can be packaged and presented versus the desire to facilitate an existentially childlike, authentic and meaningful visitor experience.

The Effect of Proposed Power Plants on Icelandic Nature Tourism

Anna Dóra Sæþórsdóttir
University of Iceland
Reykjavík, Iceland

annadora@hi.is

Abstract:

The Icelandic economy is dominated by industries that depend heavily on natural resources like farming, the fishing industry, the power intensive industry and nature based tourism. The power intensive industry relies on electricity produced by hydro or geothermal power, often produced in areas that are heavily used by the tourist industry and recreationists. The power industry has developed fast for the last decades and further development is planned. Conflicts are therefore foreseen. In 2009 the government set up a framework plan to find a compromise between the stakeholders and minimise environmental, social and economic cost. Four groups of specialist were asked to evaluate and rank all 88 proposed power plant projects from various viewpoints. One of the groups considered the impacts of new power plants on tourism and recreation. In this paper the methodology developed by the group and its main results will be presented. The nine specialists forming the group divided the land affected by the proposed power plants into 57 tourist destination regions and estimated their value for tourism and recreation. The group then estimated the value of the same regions as they expected it to be after the power plants had been built. The impact of each of the proposed power plants on the tourist regions was then calculated as the difference in the value of the affected regions before and after the building of the power plant. The proposed power plant projects were finally ranked depending on the multiple of the value of the tourist regions and the impact of the power plant summed over all affected tourist regions. In that way the ranking is determined both by the present value of the regions and the impact of the power plants. The results show that many of the proposed plants are in the most valuable tourist regions in the wilderness areas. Conflicts between the two sectors will therefore continue or escalate in the future.

Place Identity, Guides, and Sustainable Tourism in Canada's Yukon Territory

Suzanne de la Barre
Umeå University
Umeå, Sweden

suzanne.delabarre@geography.umu.se

Abstract:

The following presentation stems from doctoral research undertaken between 2006 and 2009 which examined how the place identities of wilderness and cultural interpreter guides influence the way they design and deliver their tourism activities, and the implications these design features have for sustainable tourism development in Canada's Yukon Territory. The study uses participant observation of guides and their tourism activities, and an analysis of place identity narratives identified in interviews. Place identity is explored in terms of the way it is expressed through, and influenced by, notions of 'remoteness.' Remoteness is conceptualized as a social, cultural, historical and geographical construct that holds meaningful - if differently experienced and expressed - place identity values. In a Yukon context, remoteness is defined - and confirmed - by the territory's vast wilderness, its distance [real and perceived] from southern Canada and 'civilization,' and its unique cultural makeup and history, especially with regard to lingering notions of an untamed frontier and its First Nations residents. Findings suggest that there are critical relationships between guide place identity, tourism experience authenticity and the nature of interpretation, as well as between type of tourism operation and tourism experience. Implications for tourism and destination management and the goals of sustainable tourism development are discussed, and recommendations that result from instrumental considerations of the Yukon's tourism development context are proposed.

Keywords: Place identity, Wilderness and Cultural Tourism Guides, Remoteness, Sustainable Tourism, Yukon Territory

Aspects of Rural Tourism Social Networks in Protected Areas

Ausrine Armaitiene
Klaipeda University
Klaipeda, Lithuania

ausrine.armaitiene@gmail.com

Jurgita Raisutiene
Arvydas Urbis
Jurate Barauskaite
Klaipeda University
Klaipeda, Lithuania

Abstract:

It is widely recognized that the largest concentration of natural and cultural tourism resources are in protected areas, in particular, in national and regional parks (RP) and reserves. The purpose of the paper is to analyze the aspects of the development of rural tourism in regional parks of Lithuania and to compare them with the experience of other European countries in terms of management, characteristics of the problems, and evaluation of the social networking development opportunities. Many authors emphasize that tourism in protected areas has potential benefits for service providers: the increase in economic opportunities, rich natural and cultural heritage (strict protection of biodiversity and cultural heritage), growing scientific research, upgrading of the quality of life which is perceived as promotion of aesthetic and other values, the growing level of education and training, foreign language learning, etc. Joint development of relations, such as network, is more than a natural consequence of tourism and it is imperative for management (Wilkinson, March, 2008). Recent investigation proved that the problem of the networks of rural tourism is the weakness of collaboration inside them. Our research included the measurement of rural tourism network connectivity, disconnected elements, the level of the efficiency and assortativity, and other characteristics. In the analysis, the characteristics of the network and its problems were interrelated: the difficulties of the rural tourism business development and bureaucratic restrictions on the activities, and limited cooperation with RP and other state institution authorities. The evaluation of the advantages and disadvantages of the development of rural tourism business by the respondents in different regional parks was different.

Keywords: rural tourism, development, protected areas, social networks.

Clients Views about Sustainable Tourism Development in Finnish Lapland

Liisa Tyrväinen
Harri Silvennoinen
METLA
Rovaniemi, Finland

liisa.tyrvaainen@metla.fi

Eija Hasu
Aalto University School of Science and Technology
Department of Architecture

Abstract:

In planning and managing growing nature-based tourism destinations, the challenge is to choose and implement eco-efficient strategies that appeal to the tastes and interests of tourists while meeting also the criteria for cost-efficient solutions in production of the tourism services. The key questions are how to combine energy efficiency and sustainable building, landscape and nature values, clients' housing and service preferences in planning of tourism destinations? This paper reports main results of a large survey among foreign and domestic nature-based tourists in Finnish Lapland. The data consisted of more than 1200 on-site interviews conducted on-site in Lapland during 2009-2010. The visitors were asked to assess the current sustainability practises and evaluate various options for tourism development in terms of scale and density in Lappish tourist resorts. Moreover, the suitability of various types of renewable energy systems that could be installed in tourist resorts were assessed by respondents. The results show that both national and international tourists consider the implementation of various social and ecological sustainability principles important at their travel destination. The willingness to act, however, according to the sustainability principles during their stay in Lapland varies among the clientele. In evaluation of various energy production solutions nearby a tourism resort, wind power was found to less acceptable than solar energy or district heating using renewable energy due to its negative visual impact on landscape. Tourists appreciate small-scale accommodation with an immediate access to natural surroundings, peace and quietness and even direct views to natural from the accommodation. These results suggest that the current land-use planning policies aiming at creation of compact urban-like tourism resorts do not meet the expectations of large share of current clients. The results call for defining specific criteria for sustainable planning and construction of tourism resorts. Moreover, a more profound discussion of how the sustainability principles can be promoted among the local actors and, to what extent also marketing of the nature-based tourism products in Lapland needs to be refined in order to attract more environmentally aware clientele.

Keywords: nature-based tourism, sustainable tourism, land-use planning, supply of tourism services

Session II

Advancements in Tourism and Hospitality Human Resource Research

Friday 24th September 2010 - 10.30 - 12.30

The Use, Possible Use, Identification and Measurement of Intangible Asset Value in the Swedish Hospitality Industry

Mats Carlbäck
University of Gothenburg
Gothenburg, Sweden

Mats.Carlback@handels.gu.se

Abstract:

A large proportion of any business' values is made up of the intangible asset value (IAV) - in many cases up to 70% - in most business sectors, even in hospitality. But the extent to which IAV is used, known and measured in the business community is very limited and in the hospitality business even more so. Based on the development and importance of affiliations and brand in the industry, it makes perfect sense that all senior managers/owners are fully aware of the implications and use of IAV, but as this research shows, this is not the case.

To be able to use IAV as a valuable tool and strategic measurement, it seems appropriate to develop this further and look at the possible implications for business in general and more specifically hospitality.

This study has so far been conducted in two phases; a first part with interviews with independent hotels and branded hotels, interviews with affiliations and financiers, business valuers and consultants in order to identify the use and the possibilities with IAV. The second part is a quantitative analysis of the advantages/disadvantages in terms of occupancy, RevPAR, Average Daily Rate (ADR) and Net Operating Income (NOI) for a large population of hotels during a full economic cycle.

The results show that IAV (as in branding) is not used, measured or defined, but there is a need for such an inclusion as the second part of the study indicated major differences between branded hotels and independent hotels in performance, especially in times of economic recession.

Keywords: Intangible Asset Value, Hospitality Industry, Appraisal & Valuation, Financing, Branding

Understanding institutional change in tourism public policy - Forming new policies for the next decade in Sweden?

Jörgen Elbe
Dalarna University
Falun, Sweden

jel@du.se

Magnus Bohlin
Dalarna University
Falun, Sweden

Abstract:

Changes in legislation regarding the public sector and its role in relation to the market have brought has attracted attention, the present situation is not without historic precedence. The role of society and specifically the public sector in forming policies has changed considerably over time. This is especially true for the period stretching from the post-war time until today. And the situation today is that previously taken for granted institutions seem to be questioned.

We are currently carrying out a research project with the support of SKL (The association of municipalities and regions in Sweden), SHR/HRF (The association for employers/employees in Hotels and Restaurants) and Tillväxtverket (Swedish Agency for Economic and Regional Growth). The primary aim is to highlight areas of involvement of the public sector, where a conflict with present legislation is likely to occur. However, we have interpreted the purpose of our study to reach an understanding of why present day tourism policy in Sweden is the way it is.

In order to carry out our research light has to be shed on the path leading up to the present situation. What has influenced policymakers over time? Is public policy different in scope when it concerns tourism compared to other sectors? How has public sector involvement and tourism policy changed over time? To what extent can institutional theory help in structuring and understanding this development? These are the main questions raised in the project. about an increased awareness concerning public involvement in tourism in Sweden. Although this change

Keywords: Competition, Public involvement, Tourism policy and legislation, Historic legacies and ideology, Interpreting institutional change.

Effective leaders in hotels: Who are they?

Trude Furunes
Norwegian School of Hotel Management
Stavanger, Norway

trude.furunes@uis.no

Tone T. Linge
Norwegian School of Hotel Management
Stavanger, Norway

Abstract:

The hospitality industry is characterized by high employee turnover and young workforce. Previous research shows that few resources are put into recruiting, developing, and retaining employees. In addition, employees experience problems communicating with managers, and managers are seen as unavailable and not listening. How employees perceive leaders has important implications for the organization. Research suggests that employees hold organized expectations about what constitutes an effective leader. Just as leaders make attributions about employees', or followers', competence, followers make attributions about leaders' competence and intentions when reaching conclusions about responsibility for business success or failure. Evaluations are affected by followers' implicit theories about the characteristics of effective leaders. To our knowledge, no similar study has yet been undertaken on hospitality employees' implicit theories about hospitality managers.

The present pilot investigation had a twofold purpose: a) validating Offermann, Kennedy and Wirtz's (1994) 41-item scale of Implicit Leadership Theories (ITLs) for use in Norwegian; b) examining hospitality employees' ITLs. Fifty-six hotel employees responded to the survey.

For eight sub-scales, all had satisfactory reliability levels, tested by Cronbach's Alpha. Factors are sensitivity (8 items, $\alpha = .79$), dedication (4 items, $\alpha = .82$), tyranny (10 items, $\alpha = .84$), charisma (5 items, $\alpha = .85$), attractiveness (4 items, $\alpha = .74$), masculinity (2 items, $\alpha = .99$), intelligence (6 items, $\alpha = .85$) and strength (2 items, $\alpha = .75$). Dedication, charisma, and intelligence are the factors that characterize effective hospitality leaders the most. There are positive correlations between intelligence and dedication ($r = .58^{**}$), and charisma and dedication ($r = .76^{**}$). Intelligent leaders are perceived to be charismatic ($r = .71^{**}$) and attractive ($r = .32^*$). Attractiveness is positively correlated with strength ($r = .50^{**}$). Moderate correlations are found between sensitivity and dedication ($r = .32^*$), sensitivity and charisma ($r = .39^*$). In addition to these expected positive relations, an unexpected positive correlation between intelligence and tyranny ($r = .32^*$) was found. Implications for future research and for practice will be discussed.

Keywords: leadership, Implicit Leadership Theory, hospitality, validation

Basic assumptions as determinants of market orientation and job performance in hospitality

Olga Gjerald

University of Stavanger, Norwegian School of Hotel Management
Stavanger, Norway

olga.gjerald@uis.no

Torvald Øgaard

University of Stavanger, Norwegian School of Hotel Management
The Norwegian School of Economics and Business Administration (NHH)
Stavanger, Norway

Abstract:

Understanding what drives frontline service employees in their interactions with guests and customers is a focal question in service management. Employees' basic assumptions have been suggested as an important determinant of interaction behavior and in this study we explore how employees' basic assumptions are related to market orientation and subjective performance in the hospitality industry. Basic assumptions are knowledge structures that exist in long-term memory and guide information-processing in several domains, and are used to generate behavior, form social perceptions, and guide social interactions. 241 employees of 7 major hotel chains in Norway participated in a survey. Basic assumptions were assessed with a new 31-item measurement instrument (Gjerald & Øgaard, In Press) while subjective job performance and market orientation were measured with standard measures from the literature. The basic assumption construct included two dimensions related to customers: customer control and customer affect, and two dimensions related to co-workers: co-worker competence and co-worker responsibility. Market orientation included the three dimensions suggested by Jaworski and Kohli: intelligence generation, intelligence dissemination and information responsiveness. After an initial construct validation process, a series of regression analyses was performed to assess the relationships between constructs. The analyses revealed that basic assumptions are significantly related to market orientation and subjective performance. The pattern of relationships is however complicated and thus opens for a rich understanding of how employees' basic assumptions about customers and co-workers influence their behavior in the hotel where they work.

Session III

Image and marketing strategies III

Friday 24th September 2010 - 10.30 - 12.30

Characteristics and Challenges of Innovation Processes in Tourism - A Finnish Case

Anja Tuohino
University of Eastern Finland
Centre for Tourism Studies
Savonlinna, Finland

anja.tuohino@uef.fi

Abstract:

Innovation means according to Joseph Schumpeter developing new products, new production processes, new markets, new raw materials and new forms of organization. For Schumpeter, the common thread between all these changes is that they involve carrying out new combinations which are qualitatively important and introduced by dynamic business leaders, or entrepreneurs.

The aim of this paper is to present perceptions and opinions of tourism professionals, experts, entrepreneurs and regional developers in Jyväskylä and Kainuu regions in Finland focusing on the topic of innovation driving forces in the regions. The paper is based on interviews conducted between November 2009 and January 2010.

Pre-results point out that, the word innovation was mainly understood among interviewees as developing new products, new ideas and thoughts, new production processes, new design formats, new markets, new forms of organization or the modification of existing products or services. Several interviewees highlighted the importance of commercialization, saleability, but also initialization and utilization of innovations. Innovation was also seen as a result of creative thinking.

The new ideas for innovations came mostly from businesses and networking partners. Customers, customer interface and own activity in following news and events nationally and internationally was seen as source of innovations. It was mentioned that by being active media follower one gets foresight information and can recognize weak signals and future trends. The biggest problems in innovation processes and testing were lack of financial and temporal resources as well as allocation of limited resources in use.

Keywords: tourism, innovation, innovation processes, Finland

The Truth of the Crowds: Social Media and the Heritage Experience

Ana María Munar
Copenhagen Business School,
Copenhagen, Denmark

amm.int@cbs.dk

Can Seng Ooi
Copenhagen Business School,
Copenhagen, Denmark

Abstract:

Tourists have happily embraced the possibilities of interactivity and publication provided by social media and the Web 2.0. The last decade has brought a massive increase of digital content generated by tourists and available online. This paper examines the digitalization of tourists' heritage experience, analyses the impact of social media and user generated content in the consumption of heritage sites and discusses new forms of technologically mediated authenticity in tourism. Netnography and a constructive approach have been adopted for the examination of online communities and social networks. Netnography is an application of methods of cultural anthropology to on-line cyber culture. There are different types of tourist generated content online. This study focuses on the review genre and examines a purposive sample of data collected from TripAdvisor that, with over 30 million contributions, is the largest online community focusing on tourism and travel. Through a systematic analysis of tourists' narratives and socio-technical structures, this research attempts to assess how technologies influence tourists' experience. The study critically addresses dominant perspectives on social media and deals with the issues of transparency, truth and self-direction. It introduces the idea of interactive authenticity and relates it to the debates of staged, emergence and existential authenticity in tourism. The research findings provide insights in the role that tourists' online reviews play as mediators of the tourism experience and illustrate how these new technological platforms are transforming the understanding of authenticity in tourist consumption of heritage sites and places.

Keywords: social media, digitalization, heritage, authenticity

The role of airports in destination development: The case of Akureyri Airport

Eyrún Jenný Bjarnadóttir
Icelandic Tourism Research Centre
Akureyri, Iceland

ejb@unak.is

Abstract:

Airports can be significant for tourism development in peripheral destinations that have limited accessibility affecting the extension possibilities of the tourism season. North Iceland can be considered a peripheral area in this sense. The region is relatively far away from the main international air passenger traffic in Iceland; Keflavík Airport in the south-west. In order to get to the North, the tourist must add an extra leg either by air or by land, but both options considerably lengthen the travel time.

In the past few years the development of international air traffic via Akureyri Airport on a regular basis has been an important matter of interest to stakeholders of tourism and export industries in North Iceland. Since 2006, Iceland Express has offered scheduled flights between Akureyri and Copenhagen during the summer and thus offered a new route to Iceland. At the moment, these flights are only offered during high season. Nevertheless, foreign tourists, mainly Scandinavians, have gradually been noticing this route and as a result, international tourist arrivals in Iceland via Akureyri Airport have slowly been increasing.

In my paper I will present results from a survey conducted amongst international departure passengers in Akureyri Airport during the summers of 2009 and 2010 and relate them to the destination development in the area. The results indicate that increased access, with international flights on a year round basis to and from Akureyri, positively influences destination development in North Iceland. One indicator involves the length of stay in the area, which is considerably longer than if tourists arrive via Keflavík Airport.

Keywords: Marketing, North Iceland, destination development, survey

The role of news criteria for the appearance of special events in the mass media - an illustrative discussion

Øystein Jensen

Stavanger University, Norwegian School of Hotel Management
Stavanger, Norway

oystein.jensen@uis.no

Abstract:

The main purpose of this paper is to discuss to what extent news values (or news criteria) implicitly used in the mass media by their selection of “newsworthy events” in the society could contribute to a better understanding of why special events appear or do not appear in the news and how such an insight could be useful for the event industry with particular emphasis on tourism. The concept of news values is taken from the literature on mass media and it is linked to expectations or predictions about what is judged as newsworthy for a news audience. The criteria are described in the paper. Examples of such criteria are prominence/importance, human interest, conflict/controversy, the “unusual”, timeliness and proximity (Shoemaker & Reese, 1996). Special events are paralleled with any other events that could be perceived as newsworthy for the mass media. By means of a set of twelve criteria derived from the mass media literature special events, especially those with relevance for tourism, are evaluated with the purpose of illuminating what aspects of the events that could be perceived as newsworthy. Illustrative examples are given. Additionally, suggestions of adequate responses from the special event management on different situational aspects of the news criteria are offered.

Keywords: Special tourist events, news, news criteria, mass media, management challenges

Session I

Wilderness Tourism: Images, Policies and Conflicts

Friday 24th September 2010 - 13.30 - 15.30

Harmony between man and nature - Interaction between Seals and Tourists at Vatnsnes Peninsula

Sandra Granquist

Institute of freshwater fisheries & The Icelandic Seal centre
Hvammstangi, Iceland

sandra@veidimal.is

Per Åke Nilsson

The Icelandic Seal centre & Holar University College
Hvammstangi Iceland

Abstract:

The interest for seal-watching has grown rapidly during the last few years and seals may therefore be considered as an important resource for farmers and people with interests in tourism. A rapidly increasing recreational demand for personal interaction with animals now intersects with a growing awareness of our potential to disturb the lives of animals and to negatively affect their welfare.

In the past, wildlife biologists and ecologists have not always seen the necessity or importance of research into these tourist-wildlife interactions. In recent years it has been recognized that an increased understanding of tourist-wildlife interactions is an essential contribution to the sustainability of the wildlife tourism experience (Hughes 2002). As an example, several studies suggest that tourism can have a disturbing effect on seals and negatively affect their ecology and haul-out behaviour. For example, changes in abundance may occur and over all fitness among seals may be reduced, due to stress caused by tourists (see for example Johnson and Lavigne, 1999). Some studies, never the less indicate that direct disturbance of wildlife watching might be reduced by keeping a certain distance from the animals and by behaving calmly (Cassini, 2001). Further research on what effect tourists may have on wild animal life, and how to minimize this effect is necessary.

Interdisciplinary research is often difficult to undertake, bringing together different epistemologies and a need for a common goal by the researchers. The Triple Helix-model can be seen as essential for a fruitful cooperation between science, tourism and public stakeholders. For tourism research, as a multidisciplinary enterprise, often with strong interest from and involvement of end users from the industry in research, it is essential to understand and be able to reflect on and 'manage' (as much as is ever possible) how science is practiced and what makes it succeed and fail.

This paper highlights this discussion and exemplifies different ways to investigate the problems involved in the process with personal interactions with animals.

Environmental and socio-cultural factors affecting sustainability of marine fish tourism in Northern Norway

Maria-Victoria Gunnarsdottir
Norwegian College of Fishery Science, University of Tromsø
Tromsø, Norway

maria-victoria.gunnarsdottir@uit.no

Abstract:

Two of the three interdependent and mutually re-enforcing pillars of sustainable development are examined as they apply to sustainable tourism in this project: environmental and socio-cultural. Tourists' interactions with the natural environment feed back in a complex, and multi-faceted fashion to the economic and socio-cultural sectors of the local destinations visited. This project is designed to identify those inter-dependent factors that are working against achieving sustainability within marine fish tourism. Marine fish tourism is one hundred percent dependent on the extraction of living natural resources. To examine the concepts surrounding sustainability, the first step is to understand who the tourists are, and to form a picture of their value base and reasons for coming so far north to fish.

Questionnaires were distributed to tourists visiting fishing camps in Northern Norway over two seasons (twelve different languages). In addition, interviews were conducted at four different operational levels: fish camp owners, daily leaders, tour operators, and the tourists themselves. Several environmental and socio-cultural factors were identified which, if not properly addressed, have the potential to create significant imbalances in the attempt to achieve sustainability.

On the environmental side, overfishing, incorrect handling of fish, marine ecosystem imbalances, climate change, and pollution emerged as primary factors. On the socio-cultural side, investigation revealed several levels of conflict arising from the nationally implemented export quota regulation. In addition, serious conflicts exist between the small-scale commercial fishermen, and the newly emerging fish tourism businesses competing for the same threatened natural resources. All conflicts are being fueled by negative media coverage. Constructive solutions must be found to minimize conflict and build the industry in a sustainable fashion.

Keywords: Sustainable tourism, marine resources, fish tourism, Northern Norway

Large carnivore-based wildlife tourism - creative development within local environments of decline?

Marcus Ednarsson
Umeå university
Umeå, Sweden

marcus.ednarsson@geography.umu.se

Abstract:

Previous research has shown that entrepreneurs within the special niche of tourism called carnivore-based wildlife tourism have backgrounds and perspectives that differ greatly from other groups in local communities. These differences are also shown in different attitudes towards large carnivores which often place them on different sides in the large carnivore conflict. At the same time is this development of large carnivore-based wildlife tourism a good example of what Perkin (2006) calls re-resourcing and a commoditization of a new kind of natural resource. These processes are important within rural areas restructuring into different forms of tourism, like carnivore-based wildlife tourism. The purpose of this paper is to try to show how this new and creative form of tourism development is evolving under an ongoing rural restructuring and how local policy and policy-makers are affected by it. This restructuring is investigated mainly by analyzing changes within local employment patterns and demographical changes in municipalities where some of these tourism entrepreneurs are active. The common rural and peripheral development in Sweden has during the last three decades meant a decline in rural population and employment within traditional areal branches, like farming and forestry. Tourism has at the same time been seen as one of the most promising ways to solve some of the threats towards a sustainable development in many rural and peripheral areas.

Keywords: Large carnivores, natural resource conflicts, tourism, demographical changes, policy

Profit Efficiency in Salmon Angling Tourism of Mid-Norway

Stian Stensland
Norwegian University of Life Sciences
Ås, Norway

stian.stensland@umb.no

Abstract:

Throughout Europe landowners are strongly encouraged by governmental authorities to diversify into tourism and other property-based non-agricultural or non-forestry activities. In a Nordic setting there is a particular focus on turning landowners fishing and hunting rights into tourism products. Atlantic salmon fishing tourism in Norway and Iceland is maybe the best example of such a commercialization.

There is a consensus that Norway has a potential for further development of salmon fishing tourism. Landowners are suppliers of fishing rights, tourist hosts and managers of the fish stocks and are thereby key actors in such a development. Research focusing on fishing tourism and particularly the supply side of the market is, however, limited.

This study presents how different property characteristics and owner characteristics affect the landowner's profit efficiency from salmon fishing tourism (the ratio of actual profit to maximum obtainable profit). A profit frontier function is estimated based on 712 responses to a postal questionnaire survey sent landowners in the Orkla, Verdal, Stjørdal and Gaula Rivers of Mid-Norway. The response rate of the survey was 61%.

The results provide valuable information about constraints of the supply side of the fishing tourism market. Thus, the study is relevant for policy makers like landowner organizations and governmental authorities working with development of angling tourism in particular, and landowner anchored nature-based tourism in general.

Keywords: Stochastic frontier analysis, landowner, fishing right, salmon angling, tourism

Resistance to wilderness tourism: Ambivalences and contradictions

Hogne Øian

Norwegian Institute for Nature Research
Lillehammer, Norway

hogne.oian@nina.no

Abstract:

This paper takes as its starting point some controversies over the recently introduced practice of catch-and-release that follows from an expansion of angling tourism in Norway. Some anglers appear to perceive the new harvest regulations as an intimidation of their own angling practices, while many local and visiting sport anglers salute the new regime. One of the obstacles to angling tourism, and wilderness tourism in general, in Norway seems to be a firmly heeled resistance to commercialization of outdoor life. Outdoor recreation seems to be given meaning with reference to different cultural models; in this case angling as upholding of traditional harvesting practices vs. angling as enjoyment of individual lifestyles. The models can emerge as incompatible, but only in certain social and political context, because the distinctions they make do not necessarily apply to a clear-cut cultural or political divide within a local population. Rather it seems to be about differing cultural models that are shared by a community, although applied in different ways as recent changes in angling practices are interpreted. Subsequently, the resistance to commercialization seems to be characterized by ambivalence and contradictions.

Keywords: Wilderness tourism, angling, catch-and-release, resistance, cultural models

The Wild North - network cooperation for sustainable tourism in a fragile marine environment in the Arctic Region

Hrafnhildur Ýr Víglundsdóttir
The Icelandic Seal Centre
Hvammstangi, Iceland

hryv@mail.holar.is

Per Åke Nilsson
The Icelandic Seal Centre
Hólar University College
Hvammstangi, Iceland

Abstract:

Rapidly increasing tourist flows to the Arctic North put focus on a need for use of natural environment for a sustainable development of tourism. Studies of Polar tourism have mostly had focus upon the benefits for the destinations, non-residents and industry. Lately, expected climate change impact, with probably easier access to the Polar North, has put even more focus on how to match the increased number of tourists with environment protection.

This paper shows how tourism companies, scientists and official institutes through a network across the Northern Periphery, from Greenland, Iceland and the Faroe Islands to Northern Norway, has got an impetus to become more aware of the need for a development of sustainable use of wildlife in a tourism context by exchange of knowledge and expertise.

The triple helix model has been a natural way of organising the process. The network is divided into 7 clusters and at each cluster, there is a research centre.

The original demand came from the tourism industry and was observed by public organisations of nature protection and tourism management. The demand and the environmental problem was discussed with the different research centres and as an outcome of that, an initiative was taken to establish The Wild North network.

The project is funded by NORA and runs for three years and is now half way. So far, participants have not only got practical experience in research and cooperation, but also a chance to learn best practices from more experienced participants.

This paper puts focus on the role of stakeholders in a “maintainable tourism” and a “sustainable tourism” in the context of a triple helix networking.

Session II

Tourism and public policy

Friday 24th September 2010 - 13.30 - 15.30

Predicting future experience - perceived effect of environmental change on holiday experiences among visitors to Saaremaa Island Estonia

Jana Raadik-Cottrell

Tallinn University of Technology Kuressaare College
Kuressaare, Estonia

est.jana@gmail.com

Abstract

Societal changes inscribed in landscapes become visible within representation and practice reflected in broader developmental changes in both context and function as in case of post-Soviet landscapes of Saaremaa island Estonia. As a former closed Soviet border zone, Saaremaa faces heavy developmental pressure yet relaying itself in promotional materials as a tourist destination based on powerful images of pastoral landscapes, iconic to island (Estonian) identity. Tourism echoes such change in the perceptions and experiences of visitors who come with diverse backgrounds and interests. Tourists bring their aspirations based on past and present interpretation of landscapes visited, and qualities of places deemed important for an island experience.

A tourist survey on Saaremaa Island, Estonia was conducted to examine travel behavior, sense of place, and experience opportunities deemed important, including perceived future changes of place and the experience it would provide (n=487; 76% response rate). As an exploratory study building on Bott's (2000) work to develop sense of place psychometric scales, this study examined the influence of sense of place on perceived effects of environmental changes on island visitors' future holiday experiences. Previous quantitative studies on sense of place have predominantly used outdoor recreation oriented statements measuring place attachment (identity and dependence).

Multiple regression results showed nationality and three sense of place scales explained 14% of the variance in perceived effects of environmental changes on future holiday experiences. Nationality was the strongest predictor followed by individual memory and two cultural setting scales: inherent and transactional socio-cultural. A logistic regression resulted in six predictors (two demographic and four sense of place scales) of future impacts of a proposed bridge as a major infrastructural change on future experience, accounting for 18% of the variance. Well-being was the strongest and only positive predictor followed by educational level, memory, socio-cultural context of place, educational level, aesthetics of place, and nationality, which were all negative. Highlights allude to the predictive power of sense of place on perceived environmental risk of development to future experience among tourists to Saaremaa Island.

Keywords: sense of place, environmental changes, logistic regression

Do destination decision-makers commit themselves?

Solveig Garnes
University of Stavanger
Stavanger, Norway

solveig.garnes@uis.no

Abstract:

Destinations and organizations may be able to gain competitive advantages by bringing together the knowledge, expertise, capital and other resources of several stakeholders. Stakeholder collaboration has the potential to lead to dialogue, negotiation and the building of mutually acceptable proposals about how tourism in an area should be developed. Tourist organizations are destination-based organizations that draw together stakeholders with interests in tourism in the specific geographical area. Despite potential benefits of such organizations, there are also potential problems, e.g. free riders, individualism, autonomy and a strong need for independence.

The purpose of this research is to examine commitment among decision-makers at destinations, most precisely organizational commitment of managers and directors in tourist organizations. Organizational commitment is a common concept in organizational theory and research. The most widely used definition defines organizational commitment in terms of the strength of an individual's identification with and involvement in a particular organization. Commitment is characterized by three factors: (a) a strong belief in and acceptance of the organization's goals and values; (b) a willingness to exert considerable effort on behalf of the organization; and (c) a definite desire to maintain organizational membership.

The board of directors, the general assembly, and the manager, constitute the governance structure of organizations. By studying the strength of managers and directors identification with and involvement in tourist organization, and antecedent of organizational commitment, this study broadens our understanding of destination decision-making. Data was collected from 153 tourist organizations, through a web-based survey, using The Organizational Commitment Questionnaire (OCQ). Personal characteristics, director's fee and tenure are expected to influence commitment.

Keywords: destinations, collaboration, tourist organizations, commitment, governance

Tourism Experience Network: An interactive approach

Chouki Sfandla
Hanken School of Economics
Vaasa, Finland

csfandla@hanken.fi

Peter Björk
Hanken School of Economics
Vaasa, Finland

Abstract:

The purpose of this paper is to launch a new theoretical framework - Tourism Experience Network, "TEN". It initiates the structuring processes of the TEN, and introduces Experience Supply Chain "ESC", which both the TEN and ESC explores co-creation of experiences in network settings. Specifically, it aims to modifying issues inherent in traditional networks and to reconstruct networks based on tourism experience approach. This new perspective challenges previous network tensions and captures network actors as experience facilitators; highlights value line thinking- a mental model, and it includes final consumers/tourist in the network management as active contributors to their own experiences. Awareness of the techniques of the TEN will provide tourism businesses with new perspectives on the role of the tourist firm in the facilitation of experiences in a network context. It is suggested that tourist firms wishing to embrace or build the TEN must consider relationship phenomenon, facilitations of experiences and active customer interactions, and the value experience paradigm. This conceptual paper intends to contribute to our knowledge on tourism experiences and network theory. By applying the TEN may result further venues thus theoretical and empirical research are suggested.

Keywords: relationships, networks, tourism, experience network, marketing

Nordic best practices in developing tourism in sparsely populated Nordic regions

Berit C. Kaae
University of Copenhagen
Copenhagen, Denmark

BCK@life.ku.dk

Abstract:

An ongoing Nordic Council of Ministers project collecting and describing a range of good examples of how tourism can be used as a tool for development in sparsely populated regions in the Nordic countries. Many regions across the Nordic countries are experiencing the effects of globalisation and urbanisation. Farming, fishing, forestry and other related industries are in decline and many young people move away to find new opportunities in the cities. As one of several strategies, tourism may offer some potential for developing new opportunities within the experience economy and hereby help retain some of the population and their livelihood in these regions. To stimulate this, the project collects good examples of creative tourism development through various channels: the tourism industry, the Nordic researcher network and networks of rural scientists, regional and municipal offices as well as screenings of the Internet, conferences etc. For selecting the good examples 10 criteria are used including: 1) being relevant to both regional and tourism development, 2) an innovative approach, 3) conceptual in nature, 4) having strategic perspective, 5) linkages to physical planning, 6) contributions to environmental, social, and economically sustainable development, 7) transferable to other Nordic regions, 8) being relatively successful, 9) described and documented and 10) having a geographical representation across the Nordic countries.

The conference presentation will provide a first overview of the types of examples identified across the Nordic countries and opportunities for discussing the issues of creative destinations in a changing world. The project is ongoing and participants may suggest additional examples to be considered. An inspiration catalogue will be published in 8 Nordic languages at the end of the year as well as a background report. Furthermore, a more academic paper for a tourism journal is planned.

Keywords: regional development, sparsely populated regions, best practices, tourism innovations, Nordic countries.

What's the difference between fish and Tourists? What's the catch?

Anna Karlsdóttir
University of Iceland
Reykjavík, Iceland

annakar@hi.is

Abstract:

Coastal villages in Iceland have undergone significant transformation in occupations, functions and culture during the last two-three decades. Tourism has become the new source of income along with other occupations. Sea-angling, whale watching and cruise tourism are three of the most common trajectories the tourist industrial development is following there along with increased accommodation capacity and infrastructure, second home development and possibility for restoration activities. But what's the catch? What jobs are being generated from this kind of development and how are they benefitting the settlement? Instead of looking into multiplier models this paper/presentation will focus on impacts of seasonality on job creation in small coastal villages from an attitudinal perspective and relate to the social and cultural sustainability discussion in tourism studies.

Keywords: Iceland, coastal tourism, social sustainability, multipliers

Session III

Culinary and cruise ship tourism

Friday 24th September 2010 - 13.30 - 15.30

Customer orientation of cruise destinations in Newfoundland and Labrador, Canada - are they ready for challenging economic times?

John Hull
Auckland University of Technology
Auckland, New Zealand

jhull@aut.ac.nz

Erwin Losekoot
Auckland University of Technology
Auckland, New Zealand

Abstract:

This paper considers the literature on customer orientation and the needs of customer groups in the context of cruise destinations in Newfoundland and Labrador, Canada. The study was conducted for the Cruise Association of Newfoundland and Labrador (CANAL) providing primary data as part of their needs assessment for their Port Readiness Program. The results are generated from a survey of 34 key decision-makers working in 24 ports in the area. Another survey representing the views of 12 cruise lines operating in these ports was also completed. Findings show that the cruise industry needs to adopt closer co-ordination between ports and cruise companies to clarify the benefits of the cruise industry to the local community, and a better understanding of the needs and expectations of the cruise line passengers. The study also found a desire to protect and facilitate an understanding of the unique natural and cultural heritage of the area. A better focus on the needs of cruise line passengers will ensure more satisfied customers who will in turn provide valuable word of mouth advertising to other potential visitors to the region during a time of challenging economic circumstances.

Full paper available on USB

Culinary networks and rural tourism development - exploring 'the local' through everyday practices

Josefine Østrup Backe
Lund University, Campus Helsingborg
Helsingborg, Sweden

Josefine.ostrup_backe@msm.lu.se

Abstract:

The development of culinary tourism in rural areas with its focus on experiences related to local food and food products has increased during recent years. A central factor in the making of a culinary destination is the ability amongst local suppliers to cooperate and enable the promotion of a common “product”. Accordingly, the aim of my research is to explore the processes of forming and developing culinary networks in order to contribute to rural tourism development, as well as to understand the implications related to the network process. By the use of a case study (mainly through observations and interviews) I am studying a culinary network in South-eastern Scania, focusing on the practices of the network members and their interactions with external actors. Special attention is given to the notion of ‘the local’, which can be ordered and identified through three discourses; ‘the local’ as a constructor of a culinary network, as link between history and tourism, and as a creator of ‘glocalization’.

Some preliminary results indicate that the network process is very complex, as these kinds of initiatives face many challenges to the actors involved. That is, the network is formed and structured continuously as its members and activities change, and additionally it is subject to the directions of external actors and thus affected by political and organizational changes. Also, the notion of ‘the local’ is constantly present when aspects such as roles, responsibility and power, as well as definitions of network membership criteria, purposes and activities are negotiated. Thus, in the making of a culinary network ‘the local’ is functioning as a mediator between the everyday activities (micro-level) and the wider regional structures within which the network is situated (macro-level).

Keywords: rural development, culinary tourism, culinary networks, local food.

Full paper available on USB

Adding Value to the Recipe: Creative Use of Off Season in Culinary Tourism

Bodil Stilling Blichfeldt
University of Southern Denmark
Esbjerg, Denmark

bodilb@hist.sdu.dk

Bettina Møller Pedersen
University of Southern Denmark
Esbjerg, Denmark

Abstract:

In many countries, the tourism industry is, predominantly, comprised of small and medium sized tourism enterprises (SMTEs). This seems to be especially true in regard to culinary niche tourism in rural areas - a niche that includes restaurants, local food produce, agro-tourism etc. SMTEs are often characterized as lacking behind innovation-wise. Furthermore, such lack of innovation in tourism is attributed to SMTEs' lack of motivation, knowledge and resources. At the same time, though, it is acknowledged that rich and thick data on SMTEs and innovation is lacking. In order to contribute to the filling of this knowledge gap, this paper draws upon a small-scale multiple case study of culinary enterprises in a rural area, in which tourism is an important source of income. The three case companies are in the business of food refinement, retail and restaurant. Furthermore, they are all rather innovative as well as positioned within the luxury (or at least up-scale) niche within culinary tourism. On the basis of analysis across the three case companies - and especially exemplary innovations introduced by these companies - the paper offers a series of findings pertaining to the 'luxury' culinary tourism niche - a niche that could potentially trigger both profitable and sustainable growth and development in rural areas. Especially the paper discusses the three companies' uses of the inevitable off season and how off season dedication to innovation may qualify as a key characteristic of all three organizations and thus, maybe also as a key success factor for culinary SMTEs in general?

A cluster in a time of transition

Helgi Gestsson
University of Akureyri
Akureyri, Iceland

helgig@unak.is

Abstract:

Local food clusters have sprung up all over Iceland and now eight such clusters encircle the country. Most of these clusters have used the Eyjafjordur “Local food” cluster as a model for structuring their activities but have at the same time made sure that the special characteristics of each cluster shines through.

The Eyjafjordur “Local food”-cluster (ELfc) was established 2006 in cooperation with the Eyjaford Growth Agreement (EGA) in the hope of increasing local economic growth. Its roots are based on the cultural and historical importance of the food production industry for the area and the country-wide perceived quality of the food products of the area. The founders of the cluster were large and small local food processing companies, restaurants, hostels, a soft drink producer, a heritage farm museum and a community festival event organisation. The cluster formed much as an emergent innovation system centring on the energetic ideas of a single entrepreneur, the restaurant owner Fridrik Valur Fridriksson. His ideas were partly grounded on the “Slow food” movement from where producers, restaurateurs, retailers, and consumers associate quality food with traditional ingredients and preparations.

For many Fridrik himself became a synonym for the ELfc. His restaurant has been studied as a part of the “EXPLORE-Experiencing Local food Resources in the Nordic countries” project where 11 Nordic restaurants’ contributions to wealth creation was mainly found in their contributions to the cluster of local experience producers. The strength of the regional brand of the ELfc has also been studied finding the brand’s strength weak. The findings also suggested the possibility of using the brand name “Local food Iceland” as an umbrella brand for tourism marketing for all the Icelandic food clusters. Actors interviewed either believed that if Fridrik was to leave the cluster it would not survive losing its driving force or that the other members would shine if he departed.

Early this year the restaurant Fridrik V was closed down and the owners moved away. For the ELfc major decisions have to be made that can result in the cluster withering and dying, struggling or flourishing as never before. The findings of the study presented here are established through interviews with the cluster’s actors and focus on its changes in structure and vision in this time of transition.

Keywords: Local food, tourism innovation systems, food clusters, regional development, change

Session I

GIS in tourism

Friday 24th September 2010 - 16.00 - 18.00

Designing Events by using GPS and Experience Tracking

Anders Gunnervall
ETOUR (European Tourism Research Institute)
Mid-Sweden University
Östersund, Sweden

anders.gunnervall@miun.se

Robert Pettersson
Bo Svensson
ETOUR (European Tourism Research Institute)
Mid-Sweden University
Östersund, Sweden

Abstract:

Starting from users' needs and behaviour, user-centric approaches can contribute to the understanding of event visitors, which in turn can help to design events to maximise the positive and meaningful impacts. In this paper something called experience tracking is used to map visitors' experiences during two events; the World Championships in Biathlon 2008 and the music festival Storsjöran 2009. Data has been collected by combining Global positioning system (GPS), questionnaires, overview camera, interviews, and observations. By measuring the positive and negative experiences during the studied events general conclusions are drawn regarding how events can be better designed when it comes to four general elements; the event setting, the program, the services and the consumables. It is stated that much can be learned from studying visitors' experiences in time and space. By the used methods visitors' movements affecting access, crowd and flow are identified and by immediate feedback to the event producers they can improve the setting during an ongoing event. Furthermore, the visitors' experiences are mapped and experience hot spots, in which visitors' experiences are bound in certain times and places, are identified. These hot spots help to improve event themes and servicescapes. Finally this paper shows that experience tracking can be used to identify different visitor segments, which in turn represent partly different needs and expectations when it comes to event design.

The seasonal buzz: Places for knowledge exchange in a leisure setting in Sweden

Roger Marjavaara
Umeå University
Umeå, Sweden

roger.marjavaara@geography.umu.se

Abstract:

In economic geography and agglomeration theory, the local buzz is frequently mentioned as a factor important for the enhancement of knowledge creation, knowledge exchange, creativity and innovation. The buzz refers to the information and communication ecology created by face-to-face contact between individuals, co-presence and co-location of people and firms within the same industry and place or region. It is argued that the richer the buzz is, the more beneficial it is for the process. This study focuses on a buzz created outside the traditional agglomeration and in a leisure setting, a field highly neglected in economic geography. Here it is argued that, in order to prevent a lock-in situation in the agglomeration, it is important to get influence from outside and from creative individuals from other sectors of the economy. An arena for attaining fresh and new relevant buzz can be a tourist destination. At this place, a type of buzz will occur between individuals, which are termed the seasonal buzz. The study aims at identifying possible locations for a seasonal buzz in Sweden, by scrutinizing geo-referenced micro data on locations of second homes in Sweden. Combined with information on the second home owner's place of work, type of occupation and economic sector, possible locations for a seasonal buzz can be pinpointed. This is done using GIS as an analysis tool.

Keywords: economic geography, buzz, seasonal migration, second homes, knowledge transfer.

Public Transport Policy for Sustainable Tourism

Roberto Rendeiro Martín-Cejas
University of Las Palmas G.C.
Las Palmas de Gran Canaria, Spain

rrendeiro@daea.ulpgc.es

Rafael Suárez Vega
University of Las Palmas G.C.
Las Palmas de Gran Canaria, Spain

Abstract:

This work evaluates the implementation of a public transport policy in order to mitigate the impact of road transport usage in accessing tourist activities at Lanzarote Island and its implications for sustainable tourism development. This evaluation is based on the volume of CO₂ emission for the actual tourist mobility model at the Island. The methodology followed here is the application of Geographical Information System (GIS). The study analyse how to manage the impact of road access to tourism activity through of the implementation of a new tourist bus line.

Keywords: sustainability; public transport; tourism activities; carbon dioxide emission; geographical information system

Tourists' emotions and experiences in time and space

Malin Zillinger
Mid Sweden University, Östersund
Lund University, Campus Helsingborg
Helsingborg, Sweden

Malin.Zillinger@msm.lu.se

Ingrid Zakrisson
Mid Sweden University
Östersund, Sweden

Abstract:

Tourist experiences have been at the centre of interest during the past years, as they are considered important contributors for the success of the tourist industry. In this study, experiences are connected to the time and place in which they occur. All in all, four case studies are involved: a sports and a music event, and a tourist destination in winter and summer season, respectively. The aim is to monitor tourists' mobilities, and to link these to the recollection of subjective experiences. Information is collected by equipping tourists with GPS devices. In addition to this approach, tourists' emotions are collected via questionnaires at the end of the day. Results show that there are distinct mobility clusters, some of which being independent of the place in which they occur. Most positive experiences are connected to the supply and character of the place, while negative experiences are usually connected to infrastructure related services. Positive experiences are generally rated higher during the visit at a destination than on an event. For negative experiences, there are no such clear results.

Keywords: Emotions, Event, Experience, GPS, Mobility, Tourist destination

Full paper available on USB

Hiking trails and tourism impact assessment in Iceland - A case study from southern Iceland -

Rannveig Ólafsdóttir
Icelandic Tourism Research Centre
University of Iceland
Reykjavík, Iceland

ranny@hi.is

Abstract:

Tourism not only brings about increased economic activity but also impacts on the ecological environment. It is well known that tourism may degrade the natural resources upon which it depends especially when management is poor. In Iceland the vegetation and soil cover are extremely fragile and susceptible to tourism pressure. The impact of tourism trampling can thus easily trigger soil erosion resulting in severe land degradation. Despite trampling is the most visible form of disturbance from outdoor recreation activities in Iceland, hardly any studies have been carried out concerning the problem. This paper attempts to contribute to understanding patterns of tourism-induced environmental degradation by monitoring and mapping trail condition in the Þorsmörk area in southern Iceland. The aim is to further support future mitigation interventions as well as the development of suitable tourism policies in Iceland. An extensive trail field survey is applied to obtain data on trampling problems in the area. The relationship between the problems (frequency and extent) and the trail characters (spatial patterns and surfaces) will then be analyzed in a Geographical Information Systems (GIS) to better understand the potential feedbacks and cascading events resulting from recreation disturbance. The initial results will be revealed in the presentation.

Keywords: Iceland, Þorsmörk, hiking, GIS, tourism

Session II

Tourism and public policy II

Friday 24th September 2010 - 16.00 - 18.00

Tourism, Services and Knowledge Dynamics: European Trends and Policy Implications

Henrik Halkier
Tourism Research Unit, Aalborg University
Aalborg East, Denmark

halkier@ihis.aau.dk

Abstract:

The 6th framework Integrated Project *EURODITE* seeks to study knowledge processes in tourism and six other selected sectors, and this paper presents the first attempt to analyse the differences and similarities in terms of knowledge dynamics between tourism and two other service industries, new media and consultancy services.

Due to the different positioning in relation to markets (local/international) and customers/clients (more or less interactive), it could be expected that the production, acquisition and use of knowledge differ between the three service industries studied. However, the intangible nature of services may also provide commonalities, and the paper intends to explore differences and similarities in knowledge dynamics in order to discuss their implications for public policies aiming to promote economic development through innovation in destinations and regions more widely.

Having developed a conceptual framework, the main part of the paper revolves around a comparative empirical study of three services sector with regard to their different knowledge dynamics, including the relationship between public policies and knowledge processes in economic development and the possible long-term impact of policy initiatives on knowledge processes among public and private actors in the destinations. Here the paper draws on the joint efforts of *EURODITE* partners across Europe.

Finally some preliminary conclusions with regard to implications for tourism development strategies are present, pondering the extent to which inspiration from policies targeting other service industries can be useful.

Although the text is still in a fairly early stage, it is hoped that it nonetheless can serve as point of departure for useful comments and fruitful debate.

Heritage tourism in Icelandic regional policy. Problematizing culture-place representations.

Magnfríður Júlíusdóttir
University of Iceland
Reykjavík, Iceland

mj@hi.is

Abstract:

In regional development policy in Iceland, culture, creativity and valorisation of an entrepreneurial spirit and formation of business clusters has gained prominence. In *Regional Growth Agreements* culture and tourism are merged and people in the regions urged to capitalize on local heritage by developing it into tourist attractions. Heritage tourism is also a theme in *Cultural Contracts* with regions, which is another form of the decentralisation trends accompanying the territorial approach to regional development.

The paper problematizes the dominant representations of culture-place relations in discourses on heritage tourism as one of the future economic pillars in regional development. In the context of other policy goals like attracting new inhabitants to the regions and recent increase in population of foreign origin in most regions, the uncritical valorisation of “original” or “authentic” local culture is claimed to be problematic and potentially exclusionary.

The study is based on analysis of various regional policy documents in Iceland with special focus on the Eastern region, leading the development of Cultural Contracts. The culture-place representations in emerging emphasis on heritage tourism in tourism policy is also analysed for comparison with developments in the regional policy.

Sävelången Lake District - moving towards a Learning Destination

Laila Gibson
Öijared Academy
Floda, Sweden

laila.gibson@oijared.se

Abstract:

We live in an increasingly complex world, which is rapidly changing and where globalisation creates a need for tourism destinations to become innovative. Public policy may help destinations deal with this complexity and stimulate creative development of tourism destinations. Based on earlier findings in a PhD thesis, this paper applies a framework called 'Learning Destinations' (Gibson, 2006), to the area of Sävelången Lake District in West Sweden. This is a case study of a journey where a slumbering commuting area is moving towards becoming a creative destination.

Findings from this study show that public policy can contribute to the development of rural regions by encouraging funding to those tourism projects requiring collaboration between the private, public and voluntary sector. Furthermore, public policies also need to include flexibility and thus allowing businesses to drive the development. In the region studied, entrepreneurs have been able to use public policies in an innovative manner. By applying the ideas of Business Improvement Districts, traditionally used in urban areas, this rural destination is establishing the first Rural Improvement District. This means forming an organisation of local private and voluntary key players as members, and regional partners in the board. The goals are based on regional public policies regarding business and community development, but specified to suit the local area and setting the ambition levels higher than the standard service levels provided by the local council.

The recent development process in the area include positive social and cultural effects, such as changing attitudes regarding business opportunities in tourism; re-discovering and using local history to create new products and new working groups around certain themes, creating a clearer destination brand. However, the people involved are also aware of and trying to deal with negative effects, such as perceived uneven distribution of power, feelings of exclusivity and lack of trust. Sävelången Lake District thus shows signs of becoming a 'Learning Destination'.

Keywords: public policy, destination development, Learning Destinations, Business Improvement Districts, complexity

Tour Operators (TOs) and Sustainable Development (SD)

Øystein Jensen
Bodø Graduate School of Business
University of Stavanger
Stavanger, Norway

oystein.jensen@uis.no

Muhammad Arif
Bodø Graduate School of Business
Bodø, Norway

Abstract:

Under Sustainable Tourism (ST) and Corporate Social Responsibility (CSR) context the paper has empirically studied the history, nature and scope of relationships between incoming Tour Operators (TOs) and their destination stakeholders including resources/attractions, community and Local Service Suppliers (LSS). CSR under ST implied that tourism stakeholders like TOs have the responsibility to pursue the goal of ST that should also contribute towards sustainable development of the destination stakeholders. The scope of the study is Northern Norway. The aim behind the study of these relationships was to understand whether and how these relationships contributed to symbiotic sustainable development (SD) of destination stakeholders along with TOs? If not what were the challenges? Qualitative in-depth interviews were carried out from these tourism stakeholders along with the study of documentary evidence to extend our understanding about this phenomenon.

While studying history, nature and scope of these relationships, the paper has identified the role, responsibilities and the delivery of stakeholders like TOs on these responsibilities of pursuing the goal of symbiotic sustainable development. Further the paper highlighted the challenges which have restricted the development of these relations to the level where they could contribute towards symbiotic sustainable development of stakeholders, and gave suggestions for the future of these relations.

The paper has drawn strong implications for policy formulation; for the promotion of sustainable tourism in the world generally and especially in Northern Norway.

Keywords: Tour Operators, Destination Stakeholders

Full paper available on USB

The Blooming Paradise: Algae blooms, Climate Change and Tourism Impacts

Christer Foghagen

Umeå University

Linnaeus school of Business and Economics, Linnaeus University

Kalmar, Sweden

christer.foghagen@lnu.se

Abstract:

Tourism has become an important sector for many rural areas in Sweden. In Öland the tourism sector occupies an important economic niche in the island, which is otherwise largely dependent on agriculture. However, island tourism systems can be vulnerable to environmental change. In Öland, algae blooms have frequently affected coastlines in recent years. The hazards connected to algae blooms - both real and anticipated - have been frequently discussed in the media. Algae's are favoured by nice calm weather just like the tourism sector and the peak season for blue green algae's coincides with the tourism peak in Öland. Both physical changes as well as media reports can be assumed to affect tourism - with destination planners in Öland reporting losses of 27 million Euro for the season in 2005 alone. This article investigates related impacts on tourist decisions within the camping sector through interrelationships of algae blooms, weather conditions, supply of camping facilities and distance to attractions and activities outside the camping area. It goes on to evaluate how important camping visitors state these different factors to be for their choice of destination. The method of use in this article is a stated preference method where the respondents are requested to evaluate a number of hypothetical alternatives.

Keywords: Climate Change, Algae Blooms, Camping Tourism, Öland, Sweden

Session II

Health and wellness tourism

Friday 24th September 2010 - 16.00 - 18.00

SPA and wellness in Poland: new tourism product for new customer or the new name for the old product?

Anna Dluzewska

Dean on Tourism and Recreation Department, SWPR Warsaw
Warsaw, Poland

dluzewska.a@gmail.com

Abstract:

The aim of this work is an approach to the SPA & wellness market in Poland. The article is based on field studies held in Southern Poland in the years 2009-2010. The analyses are made on a base of open questionnaires carried out with hotel managers, tour operators and tourist, as well as on participant observation and secondary data analyses.

The results of the research show that the name of SPA is treated in Polish tourism market very freely. There is no legislative regulation or serious exigencies in this purpose (having one little pool in the hotel can be enough). Even worse situation can be observed with use of the “wellness” name. Most of the SPA & wellness infrastructure was built in the socialism period as for the “free” health treatment of Polish citizens. The service quality same as the outlook of the places were very low. In many places the style of customer treatment did not change, others (even having same prices) represents a world standard.

Basing on the research we can find three main types of the products:
sanatorium (old resorts after renovation)
resort on mass tourism style (old resorts after renovation or new build ones)
small hotels on exclusive tourism style (new build ones)

The products differ regarding to the size, standard and components of the SPA. In theory the SPA outlook should correspond to the different resort product and customers preferences.

The result of the research shows however a strong disorder regarding the component of the product and the name used by the resort. The confusing image is often used in the visual campaign such as: brochures, website and advertisement. There was also a lot of misunderstanding in regard to customer expectation, the price and involvement of “exotic” treatment.

Keywords: wellness tourism, sanatorium, SPA, socialism, Poland

Wellness and Health Facilities as a tool for Branding an Elite Image of Hotels in Israel

Alon Gelbman
Kinneret College on the Sea of Galilee, Israel

along@kinneret.ac.il

Abstract:

Wellness tourism sites, like other tourism sites, usually invest considerable effort, thought and resources in positioning and branding as they market themselves to attract visitors. This study, which was conducted among hotels located in the main tourism destinations of Israel, raised the following research questions: How do hotels in Israel are using wellness and health elements for branding an 'elite image' of themselves, and what are the guests reflections about it as expressed in the tourist advisors feedback? Methodology included: observations, interviews with hotel managers, content analysis of material intended to position and brand the hotel images on internet home pages, advertising and reservations sites and content analysis of tourist reflection forms. The sample included 26 hotels in the main tourist destinations of Israel, which present themselves and their tourism product as places with wellness facilities like health centers and spas.

Among this research results it was found that although most of the hotels are using wellness and health elements as an important issue for branding and positioning themselves as exclusive places, it appears that many of them are offering only limited wellness services and activities expend significant marketing efforts to appropriate an image of exclusivity for themselves by emphasizing the wellness services they offer. Among the application of this study it is possible to learn from the Israeli case study for other places around the world and indicate directions and significant insights for planning and developing the wellness activities in hotels.

Keywords: wellness/health tourism, Israel, Hotel image, tourism branding.

Is Hong Kong a Medical Tourism Destination? An Assessment of the Barriers

Vincent C. S. Heung
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Hong Kong, China

hmvheung@polyu.edu.hk

Haiyan Song
Deniz Kucukusta
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Hong Kong, China

Abstract:

Despite its reputation on healthcare excellence, peaceful environment, economical and social welfare status Hong Kong does not have structured and planned activities to promote medical tourism. The aim of this study is to determine the factors influencing medical tourism development in Hong Kong as a medical tourism destination. Qualitative research methodology was adopted to collect data from private and public hospitals' representatives, government bodies, institutions and doctors. Results revealed that policies and regulations, government support, costs, capacity problem and healthcare needs of the local community are the main barriers to medical tourism development. Several ways were suggested to lift barriers such as generating new policies for promotional activities, new actions inciting investment for medical tourism market and corporative actions between hospitality sector and medical institutions to develop medical tourism products. The main focus of this study was the supply side of medical tourism in Hong Kong. Further research studies were suggested to investigate the expectations and needs of the potential or current medical tourists.

Keywords: Medical Tourism, Barriers, Tourism development, Hong Kong

Customer's role in wellbeing tourism product development process from experts' point of view

Henna Konu
University of Eastern Finland
Centre for Tourism Studies
Savonlinna, Finland

henna.konu@uef.fi

Abstract:

The role of a customer has been highlighted in product and service development processes. Co-creation of products and services has been seen as a new way to create value, both for customers and for businesses, as the co-creation enables customers to co-construct the service or tourist experience to suit their purposes and needs. Customers can be involved in product and service development processes in different ways.

The goal of this Nordic Wellbeing study is to find out professionals' perceptions about the content, usability, development and prospects of Nordic Wellbeing concept. More detailed the aim is to examine e.g. what kind of things, products and services are included to Nordic Wellbeing concept, and what is customer's role in the Nordic Wellbeing product and service development processes. This paper concentrates on studying the customer's role in wellbeing tourism product/service development process from tourism experts' point of view.

To find out experts' perceptions a Delphi study was conducted. To implement the study an Internet based eDelphi program was used. This made possible to collect data cost effectively from experts different parts of the world. The total panel included experts who represent four different field of expertise: research, business, development and marketing. The first Delphi round started in March 2010 and it is continuing through spring. The responses will be analyzed during the summer 2010. In addition to the Delphi study results, thematic interviews implemented in Nordic Wellbeing pilot areas are used to increase understanding of the current phenomenon.

Keywords: wellbeing tourism, new product/service development, co-creation, customer involvement, the Nordic countries

Natural wellness: Introducing agoraphilia

Edward H. Huijbens
Icelandic Tourism Research Centre
Akureyri, Iceland

edward@unak.is

Abstract:

This paper is set in the context of a two year research project funded by the Nordic Innovation Centre (NICe), dealing with Nordic wellness and wellbeing. The researchers of the project collaborate with budding health and wellness destinations, one in each of the Nordic countries in order to establish a Nordic wellness concept and develop user-drive product improvements. This paper deals specifically with the Icelandic case being studied under the terms of the project and will combine nature-based tourism with that of health and wellness. Nature-based tourism is by far the most prominent form of tourism in Iceland. Albeit vaguely defined it entails tourism in natural settings, tourism focusing on elements of the natural environment and tourism developed to conserve or protect natural environments.

This paper starts with the development of a geo-thermal spa, much like the Blue Lagoon, but in the NE corner of Iceland near Lake Mývatn, a famed nature-based tourism destination in Iceland. The current spa facility was erected in 2004. It builds on a long history of locals using the thermal waters and steam coming from the ground for wellbeing, and is gaining steadily in visitor number per annum. Emerging from research amongst tourists and stakeholders in the region and from results of a nation-wide Delphi study with experts from a health and wellness tourism special interest group, was the role nature plays in health and wellness. Nature and wilderness emerged as fundamental concepts of being in nature and/or at one with nature, and more specifically through health and wellness related activities in a natural setting. The paper will explore the potential of nature-based tourism products stemming from the former and proposes products to be developed around the term agoraphilia, which the paper explains and builds on.

Keywords: Iceland, Mývatn Nature Baths, agoraphilia, nature-based tourism, health and wellness tourism

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