



# Shaping mobile futures: Challenges and possibilities in precarious times

## Book of Abstracts



**The 29th Nordic Symposium in Tourism and Hospitality Research**

**Akureyri, Iceland / e-Conference**

**21-23. September 2021**

# SHAPING MOBILE FUTURES

## CHALLENGES AND POSSIBILITIES IN PRECARIOUS TIMES

29th NORDIC SYMPOSIUM ON TOURISM AND HOSPITALITY RESEARCH

21.–23. SEPTEMBER 2021



### TUESDAY 21. SEPTEMBER

#### 12:00 – 12:15 WELCOME

Address by the director of the Icelandic Tourism Research Centre  
Address by the rector of the University of Akureyri  
Address by the minister of Tourism, Industry and Innovation

#### 12:15 – 13:15 KEYNOTE SPEAKER

Edward H. Huijbens, Professor and Chair, Wageningen University & Research, Cultural Geography Research Group (GEO): *Future Perfect? Earthly tourism attachments*

#### 13:15 – 13:30 BREAK

#### 13:30 – 16:00 PARALLEL SESSIONS

**Session 3:** Transformative tourism science for a sustainable world: Critical reflections on tourism science's ontological and ethical foundations

**Workshop 5:** Think globally – act locally – local materials as actors in developing doughnut (Raworth, 2012) destinations for sustainable tourism futures

**Session 9:** Celebrating proximity in tourism

**Session 16:** Sustainable behaviour in tourism and hospitality

**Session 22:** Tourism Economics and Management

### WEDNESDAY 22. SEPTEMBER

#### 8:00 – 10:00 PARALLEL SESSIONS

**Session 1:** Re-creating destinations as storyscapes

**Session 2:** Developing the concept of inclusive tourism

**Session 8:** Urban tourism development: challenges and possibilities in the wake of Covid-19

**Session 17:** Options and Needs for Wilderness Tourism

**Session 23:** Uncertain futures? From overtourism to re-starting tourism **PART 1**

**Session 28:** Tourism and hospitality work in precarious times

**Session 31:** Advancements in Event & Festival Research

#### 10:00 – 10:15 BREAK

#### 10:15 – 12:00 PARALLEL SESSIONS

**Session 6:** Capturing mobility: Visual methods in Tourism Studies

**Session 7:** Influence of Equipment and Technology on Outdoor Pursuits

**Session 10:** Entrepreneurship and Family Business: Dynamics and challenges in the European tourism sector

**Session 11:** Asian mobilities in the changing Arctic: theory and contexts

**Session 23:** Uncertain futures? From overtourism to re-starting tourism **PART 2**

**Session 24:** Marketing and Service Management in Precarious Times

**Session 29:** City tourism development – challenges and possibilities of mobile future

#### 12:00 – 12:15 BREAK

#### 12:15 – 13:15 KEYNOTE SPEAKER

Penny Harvey, Professor of Social Anthropology, University of Manchester: *Eco-intimacies on the Margins of Industrial Britain: Heritage, Nature and Atomic Legacy in West Somerset, UK*

#### 13:15 – 13:30 BREAK

#### 13:30 – 14:45 PARALLEL SESSIONS

**Session 4:** Circular Economy, Circularity Paradigm, and Local Space

**Session 18:** Tourism Education Methodologies for Inclusion and Emancipation in Precarious Times

**Session 26:** Methods measuring sustainability effects of tourism development for benefit of local communities and rural areas

#### Session 32: Other themes

#### 13:00 – 14:30 NORTHORS Board-meeting

### THURSDAY 23. SEPTEMBER

#### 8:00 – 10:00 PARALLEL SESSIONS

**Workshop 3:** The Really Big Idea Sketchpad Approach to Shaping Mobile Futures in a COVID19 World: From Ideation to Execution

**Session 5:** Tourism innovation for precarious times **PART 1**

**Workshop 7:** Mapping the Beaten Track (MBT): Modelling tourism consumption in real time with GPS-methods

**Session 12:** Tourism and other land uses: Co-existence, potential conflicts, or opportunities for symbiotic relationships? **PART 1**

**Session 19:** Sustainable tourism in rural landscapes of the Anthropocene

**Session 25:** Coping with the Arcticification of Northern Tourism before, during and after the Covid-19 Pandemic

**Session 27:** The new decade of tourism experiences – Everything has changed or has it? **PART 1**

#### 10:00 – 10:15 BREAK

#### 10:15 – 11:30 PARALLEL SESSIONS

**Session 5:** Tourism innovation for precarious times **PART 2**

**Session 12:** Tourism and other land uses: Co-existence, potential conflicts, or opportunities for symbiotic relationships? **PART 2**

**Session 16:** Overtourism: Challenges and possibilities in precarious times

**Session 20:** Towards smarter and more sustainable coastal tourism

**Session 27:** The new decade of tourism experiences – Everything has changed or has it? **PART 2**

#### 11:30 – 11:45 BREAK

#### 11:45 – 12:45 KEYNOTE SPEAKER

Otti Rantala, Associate professor, Responsible Arctic Tourism, University of Lapland: *Rethinking tourism with our proximate surroundings*

#### 12:45 – 13:00 BREAK

#### 13:00 – 15:00 PARALLEL SESSIONS

**Workshop 4:** Philosophizing Tourism in Troubling Times

**Session 14:** The importance of slow food and what it means for gastro tourism and slow travels

**Session 21:** Migrant workers in tourism: seeking clarity, accepting complexity

**Session 30:** Staying with the trouble of cruise communities in a post-covid world

#### 15:00 – 15:15 CLOSING

Closing remarks by the Organising committee.

Introducing NS30 in Finland 2022 - Jarmo Ritalahti



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Course contributors: Edward H. Huijbens, Outi Rantala and Trude Furunes

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## Symposium Theme

# Shaping mobile futures: Challenges and possibilities in precarious times

We live in a precarious time. Global climate change is increasingly disturbing species and habitats of which the COVID-19 pandemic perhaps is a speaking and disturbing example. Awareness is growing that the usual order of things does not hold for the future. Everyday discourse directs attention towards global risks and crisis, such as climate change, pandemics and mass migration. At the same time hopes regarding economic growth and competitiveness hinge on technological innovations and smart solutions. - This raises questions about the competences and skills necessary for building decent conditions for life.

The concept of the Anthropocene underlines that humans have become geo-social force, which eliminates the traditional divide between nature and culture as usually defined forcing us to recognize ourselves as humble inhabitants of the Earth. The Earth can no longer be framed as a passive resource for human exploitation. Rather it needs to be acknowledged as an agent in its own right that we live with, not on or above. This demands new political and organisational configurations.

In this context, tourism mobilities hold a somewhat contradictory position. They can be seen as iconic for ever more intensified and unsustainable consumption while at the same time proclaimed to be a driver for sustainable growth. Tourism is blamed for depletion of resources, environmental degradation, CO2 emissions, cultural commodification, and labour and social inequality. Furthermore, in the light of recent events the COVID 19 has highlighted their vulnerability. However, tourism mobilities are seen as a tool for replacing resource-depleting economies and re-establishing force for post-COVID future.

- Is there a way out of the vicious circle of irresponsible production and consumption towards more sustainable futures for tourism?
- Can tourism live up to its expectations and become something other than part of the problem and, if so, how?
- What sort of tools and methods are needed to plan for and manage tourism sustainably in a changing world?

## Keynote Speakers



**Penny Harvey: Professor of Social Anthropology, University of Manchester, UK**

*Eco-intimacies on the Margins of Industrial Britain: Heritage, Nature and Atomic Legacy in West Somerset, UK.*

This paper draws on an on-going ethnographic study of 'Nuclear Life' that I am currently undertaking in and around three nuclear power stations at Hinkley Point in S.W. England. The nuclear complex at Hinkley Point provides an interesting site from which to think about the contradictory position of contemporary tourism mobilities. Supportive of agendas for economic growth and technological progress (and the related demands for electricity) the contemporary nuclear industry prides itself on its low carbon footprint, its investment in the development of local skills, and its promotion of environmental responsibility. At the same time the unresolved issue of the future of nuclear waste, and the ever-present sense of the threat to life posed by radiation also links the nuclear industry to irresponsible production and poisoned futures. As the industry strives to live up to the expectation that it can become something other than part of the problem (while still making a profit), it seeks to consolidate its associations with local initiatives to promote nature tourism, and to celebrate a history of industrial development on the margins. The paper explores the material politics, the infrastructures and some surprising 'eco-intimacies' (Weston 2018) that have emerged in this region as the nuclear industry and local people build connections both to the industrial 'heritage' of the region, and to the natural landscapes that inspired the early tourism mobilities of the English Romantic poets.

Penny Harvey is Professor of Social Anthropology at the University of Manchester. She also held the position of Professor II at the University of Oslo (2012-2019) and previously at the University of Bergen, and was recently elected to the Norwegian Academy of Science and Letters. She has carried out ethnographic research in Peru, Spain and the UK and published widely on issues of politics and power; language and communicative practice; technology, infrastructure, and engineering expertise; materiality; and contemporary practices of modern statecraft. She is currently engaged in a long-term ethnographic project on 'Nuclear Life' in the U.K. Her publications include *Roads: An Anthropology of Infrastructure and Expertise* (with H. Knox), Cornell University Press, 2015; *Infrastructures and Social Complexity* (edited with C. B. Jensen and A. Morita), Routledge 2016; and *Anthropos and the Material: Anthropological Reflections on Emerging Political Formations* (edited with C. Krohn-Hansen and K. Nustad) Duke University Press 2019.



**Edward H. Huijbens: Professor and Chair, Wageningen University & Research, Cultural Geography Research Group (GEO)**

*Future Perfect? Earthly tourism attachments*

This paper will query future tourism from the perspective of developing earthly attachments in response to rampant climate change. The paper will therefore ask; How do tourism futures that make for earthly attachments look and feel like? At our current climatic juncture, the way in which the future is depicted informs largely our actions today. This future presence of tourism will be interrogated in terms of the aspirations assigned to tourism in the UN's Sustainable Development Goals (SDGs). Current industry practises are steeped in the 'growth paradigm', a direct descendent of modernity's 'myth of progress' permeating Western socio-economic practices, which are being imitated globally with growing world affluence. At the same time a role is envisioned for tourism in each and every one of the UN SDGs. By critically examining how tourism features in the SDGs using examples from the Nordic and Arctic realms, the paper will set the scene for devolving notions of progress. These examples are drawn from tourism practices that afford 'slowing' down, more in-depth engagement with nature and people and a connection with life and land. With these the paper will create space for more-than-human aspirations to be accounted for when deciding on current steps towards the future. Moreover, the examples lay bare the inherent pluralism of what makes for progress. More is at stake than abstracted idealised notions of progress and getting attuned to each and every moment allows for the recognition of all that comes to play when we make for our ideas of the future. Chief amongst those that emerge once we attune to the moment is the Earth itself. An Earth that becomes dynamically foregrounded in a future animated by climate change. From this earthly perspective the paper will question; what kind of tourism can live up to the aspirations of the SDGs? Through contributing Nordic and Arctic inspired future scenarios of 'earthly tourism' the paper aspires to shape mobile futures that are dynamic, pluralistic and fundamentally attached to the Earth.

Edward H. Huijbens (b. 1976), MA, PhD. Edward is a geographer, graduate of the University of Iceland and Durham University in England. He is chair of Wageningen University's research group in cultural geography. Before that he ran the Icelandic Tourism Research Centre (2006-2015) and later worked as a scholar of tourism, professor head of department at the school of social sciences and humanities at the University of Akureyri, Iceland (2015-2018). Edward works on tourism theory, issues of regional development, landscape perceptions, the role of transport in tourism and polar tourism. He is author of over 35 articles in several scholarly journals such as *Annals of Tourism Research*, *Journal of Sustainable Tourism*, *Tourism Geographies* and has published three monographs in both Iceland and internationally and co-edited four books.



**Outi Rantala: Professor, Responsible Arctic Tourism, University of Lapland**

*Re-thinking tourism with our proximate surroundings*

In the sparsely populated areas in the Nordic countries, tourism is often seen as a sustainable alternative for the extractive industries, such as mining and forestry. Tourism is understood as something softer, kinder, and less threatening to local diversity. The recent rapid growth of international tourism in the north was thus celebrated by many. Yet, in the current era of Anthropocene, as we are witnessing an overwhelming human influence upon the Earth, we need to both think beyond the local and find new approaches to study it from up close. We need to consider, for example, how to cut down carbon emissions and prevent increasing tourism from impacting local species. This project requires novel ways of doing tourism research and conceptualising human and more-than-human agencies that acknowledge their intertwined and interdependent nature. The paper illustrates one possibility to challenge distance- and growth-oriented, extractive mindsets by envisioning the possibilities of proximity tourism. Previous research has encouraged us to appreciate the mundane exceptionality of the ordinary through proximity tourism, defined as travel that takes place within one's home region or usual settings (Díaz Soria & Llundés Coit, 2013; Jeuring & Díaz Soria, 2017). In line with previous research, we do not define proximity merely based on the distance travelled. The idea of proximity refers – for us – to curious, caring and sensitive attitudes towards our proximate surroundings, beings and thoughts. This approach to proximity tourism reopens ideas of nearness and farness and offers an alternative approach to current quantitative macro-level discussions and inquiries into the Anthropocene. Hence, the paper discusses how proximity tourism can promote caring and sensitive entanglements.

Outi Rantala acts as Associate Professor of Responsible Arctic Tourism at the University of Lapland. She engages actively in publishing and editing tourism research in academic journals and books. From 2014–2016, Outi acted as an associate professor at UiT, the Arctic University of Norway, and after that as the chair of the doctoral programme Northern Cultures and Natural Resource Politics at the University of Lapland. Currently she leads the research project “Envisioning proximity tourism with new materialism” (Academy of Finland, 2019–2023, [www.ilarctic.com](http://www.ilarctic.com)) and is an active member of several research networks, such as the UArctic Thematic Network on Northern Tourism, Sustainable Change Research Network, and Adventure Tourism Research Association.

# Session 1: *Re-creating destinations as storyscapes*

Time: Wednesday 22<sup>nd</sup> September 08:00--10:00

*5 presentations*

**Session organisers:** Laila Gibson, Lotta Braunerhielm and Linda Ryan Bengtsson

**Affiliation:** Karlstad University

## **Description**

In this session, we discuss how visitors can be transformed from gazing tourists to respectful travellers. This is an important piece of the puzzle if we want tourism to contribute to social sustainability. To achieve this, places and their history, culture and social life might need a more justly representation, in digital media as well as through the experiences offered on site. There is a need for a more reflective perspective of how places and people are represented in marketing and during the visit. By re-discovering their local past and re- create their destinations into so called storyscapes, local stakeholders could become tomorrow's 'stakemakers'. This means telling old stories in a new way but also let new stories come to life.

We argue that this transformation of both visitors and stakeholders is crucial in trying to increase the awareness and knowledge of cultural and natural resources. With more knowledge and awareness comes an understanding and care for destinations as communities. This transformation also requires different methods and tools based on interaction. Creating storyscapes involves collaboration between different people, memories and competences, in time and space. By including local residents as well as tourism businesses in these processes, can we strengthen their local identity rather than threaten their social life?

We invite researchers to this session to discuss some of the following topics:

- Socially sustainable tourism practices
- Responsible local destination development
- Digital representation of places
- Storytelling methods and best practices
- Collaborative methods for destination development and innovation

**Title:** Storyscapes of Cultural Heritage in Tourism using participatory GIS and Story-Maps

**Authors:** Lara Leuschen, Patrick Laube, Florian Eitzenberger, and Tatjana Timm

**Affiliation:** HTWG Konstanz

The Lake Constance region is one of the oldest cultural landscapes in Europe and considered a popular leisure and tourism destination. As a three-country area the region's diverse cultural heritage and wide range of cultural offerings attract residents and tourists alike and represent an important location factor for other stakeholders such as regionally based companies, cultural institutions or regional planning and tourism and city marketing. This paper displays the mapping of differing perceptions as storyscapes on culture by digitizing cultural mapping using participatory GIS and by visualizing regional cultural heritage using story-maps, an innovative geodata-based form of storytelling.

According to Duxbury et al. (2015), cultural mapping is a method that uses different techniques to capture not only cultural resources but also local histories, memories and rituals, among other things, and is used in the fields of urban planning, sustainable tourism development and community development. The digitization boost sparked by the Covid-19 crisis offers new opportunities for the capture, collection, analysis and dissemination of such data, most of which has a spatial dimension.

This paper is based on two core ideas: First, the authors propose “participatory cultural mapping” as a novel digital strategy of strengthening relationships with key stakeholders in regional cultural development and sustainable tourism. Second, the authors integrate all that gained (spatial) information and immediately mirror it back to the key stakeholders using story-maps, a browser-based combination of interactive maps with various forms of digital content (text, images, videos).

**Keywords:** GIS, (digital) cultural mapping, participatory mapping, story-maps, cultural heritage, storyscapes, Lake Constance region

**Title:** Destination development through collaborative methods

**Authors:** Lotta Braunerhielm, Fredrik Hoppstadius, Laila Gibson, and Linda Ryan Bengtsson

**Affiliation:** Geomedia research group, Karlstad university

In this session, we demonstrate how collaborative methods can be conducted to develop sustainable place-based digital visitor experiences. For the past five years, we have involved entrepreneurs, stakeholders, potential users, the local community and designers in our research, developing collaborative innovation processes at tourism destinations (Braunerhielm & Ryan Bengtsson (forthcoming); Ryan Bengtsson et al, forthcoming).

Crucial in understanding tourism destinations is working with them as a place and the actors with local knowledge. Therefore, there is an increased demand for collaborative processes that foster co-creation in tourism development (Ren et al, 2017; Liburd & Edwards, 2018). In this session, we present a collaborative tourism research method for the development of place-based digital visitor experiences. Our method is based on a geomedia perspective, which combines theories and practices from human geography as well as media and communication studies (Braunerhielm et al, 2015; Fast et al, 2017). The collaborative method is used as a research tool to let various groups of actors make sense of local places and their history in relation to destination development and innovation of location-based applications.

The process consisted of three steps, where knowledge and new perspectives create an input and form the base for each step. By combining in-depth studies of local places and their history and culture, with digital representation, we can create new perspectives of places. The end results are not only new digital solutions adding value to the actors and visitors, but also ideas and insights after each step, for both researchers and practitioners.

**Title:** Storytagging: Connecting storyscapes across the digital North

**Authors:** Peter Reid and Rachael Ironside

**Affiliation:** Robert Gordon University

Much depends upon the manner in which a story is told (Miller, 1852). The potent allure of the North transcends political boundaries, it is a region rich with stories which have the power to engage, inspire and to move people. In the North, the essence of a story and the way it is told connects communities across geographical and cultural spaces but can also communicate the distinctive quality of local places. Digital connectivity has enabled the sharing and dissemination, across the North, of stories in new ways that can enhance community participation and value (Roued-Cunliffe and Copeland, 2017). In this paper we reflect on the opportunities and challenges presented by collaborative international projects that are developing digital story content using Storytagging (Northword) as a case study. This project connects academic institutions and public organisations across the Northern Periphery Region with small-to-medium sized enterprises (SMEs) and creative practitioners to bring local stories to life, by creating products and experiences which will be promoted through a digital platform. Using this lens, we explore collaborative practice across countries and digital technology to connect storyscapes and reimagine destinations across geographical boundaries. We also reflect on challenges in the collection, curation and sharing of story content in the digital domain across linguistic and cultural traditions, and questions about technical and accessibility requirements. In bringing together technology, creative practitioners and traditional stories of the North this paper considers how co-creation and collaborative digital representations of place can join disparate yet interconnected storyscapes.

**Title:** The heritage site as storyscape – heritage interpretation and knowledge mediation

**Author:** *Maria Persson*

**Affiliation:** University of Gothenburg

Most people experience heritage sites in the role of the tourist. A large part of heritage tourism activities consists of visiting heritage sites and taking part of knowledge mediation through different medias such as guided tours or information panels. Learning about and experiencing heritage as a tourist can create meaning in different ways; it can increase the awareness of heritage and contribute to personal development for the individual. The latter refers to heritage's social significances, which includes feelings of context and belonging in time and space. Heritage tourism is a resource for communicating knowledge about heritage and for social sustainability and development. But to accomplish this heritage management must tell narratives that engage the visitor and provokes their curiosity.

In this presentation the heritage site is regarded as a (possible) Storyscape, facilitated by adding knowledge, experiences and narratives. The concept and methods of Heritage interpretation is put forward as a means to enable Storyscapes that connects people and places. Heritage interpretation concerns how heritage sites, artefacts or landscapes are communicated to an audience and includes all the ways in which information and knowledge about heritage is communicated. The goal is to make heritage meaningful and relevant on a personal and emotional level. It is a structured approach to non-formal learning specialized in communicating significant ideas about a place to people on leisure. One vital aspect is the importance of organization. Heritage interpretation is a form of storytelling connecting people and places, through narratives.

**Title:** Melrakkaslétta the meeting-ground

**Author:** Þórný Barðadóttir

**Affiliation:** Icelandic Tourism Research Centre

Melrakkaslétta peninsula, is a sparsely populated peninsula on the northeast coast of Iceland. The natural richness of the area once provided the settings for the peninsula's wealthy farms and a growing village, while natural, societal, and technical changes later resulted in vast depopulation. The area however still possesses its wealth through its history, natural environment, the everyday life of those living there as well as through the memories of all those who have spent their time there. Also, although situated north of the beaten Icelandic tourism track, the area is far from immobile.

This presentation introduces an ongoing tourism research conducted in Melrakkaslétta through ethnographic research methods, making use of post Actor-Network Theory. Therein the narratives of Melrakkaslétta are collected through interviews with current and former residents and guests as well as through observations and walking. The aim is to investigate the interconnected links of placemaking, mobilities and tourism on the margin through the narratives of an area. The aim is furthermore to evaluate how these narratives are – or could be – performed in the everyday tourism practices of Melrakkaslétta. Thereby the research will provide tourism-related insights into the everyday doings and opportunities of a small sub-Arctic place, mostly bypassed by the recent global tourism boom at a while conducted amid global pandemic and travel restrictions, conditions by some perceived as an opportunity to rethink the global tourism sector.

# Session 2: Developing the concept on inclusive tourism

Time: Wednesday 22<sup>nd</sup> September 08:00-10:00

*6 presentations*

**Session organisers:** Eva Maria Jernsand, Helena Kraff, Emma Björner and Sayaka Osanami Törngren

**Affiliation:** The role of tourism in multicultural societies (TiMS), University of Gothenburg

## Description

A new conceptualization of inclusive tourism is emerging. Situated within inclusive development, an ethical perspective on tourism embraces diversity, equality and participation (Sheyvens & Biddulph, 2018, drawing from e.g. Lawson, 2010; UNDP, 2016). With such holistic connotations, inclusive tourism is a response to the fact that large, often multinational corporations create, market and benefit from products that are only attainable by privileged minorities. Inclusiveness in a tourism context is the opposite of this. People, independent of their ethnicity, gender, class and other social characteristics, should be able to participate in the creation of tourism products and benefit from them, as well as be able to experience them (Scheyvens & Biddulph, 2018). Thus, inclusive tourism means that dominant power relations and top-down approaches are challenged by grass root and bottom-up perspectives and initiatives. From a destination marketing perspective, inclusiveness also means that people living in tourism destinations should be represented in place marketing and branding (Kalandides et al., 2013; Zenker & Petersen, 2014). Furthermore, an inclusive view on tourism and place branding recognizes how and under what terms people actually participate in tourism development and place branding (Jernsand, 2016; Jernsand & Kraff, 2017; Kraff, 2018). In short, inclusive tourism has the potential to strengthen relationships, contribute to intercultural exchanges, and create multidimensional destinations. However, this ethical part of sustainable tourism development needs further investigation and conceptualization.

This session calls for contributions that consider, e.g.:

- How the plurality of tourism products and destinations are communicated, represented and experienced in terms of e.g. cultures, ethnicity, gender, class and other social characteristics.
- Challenges and opportunities met in tourism development processes that aim for diversity, equality and participation.
- Developments of the definition of inclusive tourism, e.g. founding principles, delimitations and what separates it from other related concepts.

We welcome contributions that are methodological, empirical and/or theoretical.

**Title:** Accessible Tourism: Is the Supply ready to receive disabled tourists?

**Authors:** Cristina Barroco, Rafaela Abrunhosa, and Ana Sofia Duque

**Affiliation:** Polytechnic Institute of Viseu

Nowadays there are debates surrounding various topics, promoting the creation of a more inclusive society which are increasingly mirrored in Tourism (Devile, 2009). Accessible Tourism refers to a complex process. Its main goal is that all people, regardless of their condition, have access to all tourism services and all destinations (Zsarnoczky, 2017). In other words, in Accessible Tourism everyone can participate equally, regardless of their disability, whether they are motor, cognitive, visual, or hearing impairments. Also, people with disabilities can practice tourism with independence, fairly and with dignity, because everyone has the right to travel (Crişmariu,2017).

This article is the first outcome of a bigger study that will try to understand whether or not tourists with disabilities are motivated to practice tourism. Eleven semi-structured exploratory interviews that will be analyzed on this paper, were applied to Portuguese organizations, considered to be best practices in the Accessible Tourism. The primary objective is to understand how the tourism industry is prepared to receive disabled tourists, if it is familiar with their needs and aware of the need for change. The analysis of the interviews allowed us to understand that all entities have made changes in their facilities and in their dynamics, with emphasis on the importance of training. There was also an agreement that the remaining barriers deprive many tourists from traveling and that, despite the progress, there is still a long way to go.

**Title:** *Managing inclusiveness: Representation and knowledge integration in tourism development and place branding*

**Authors:** Eva Maria Jernsand and Helena Kraff

**Affiliation:** University of Gothenburg

Tourism and place branding is moving towards inclusiveness in various ways. For instance, DMOs expand their functions from marketing to also include development and management of tourism, which imply collaboration with different types of stakeholders. In tourism literature, new concepts emerge, which challenge dominant power relations and top-down approaches. However, studies spanning across functions and structures are scarce, and the interdependency involved in destination management has not yet been sufficiently considered.

The purpose of this paper is to explore the integration of knowledge from various actors and stakeholders, not least residents, in tourism development and management by considering issues of representation and knowledge integration. The findings build upon a study of a park development project in a small community in Sweden, which is multicultural in its composition. The project involved public and community-based organisations, university actors and old and new locals. The methods used were observations and interviews.

The major implications are that inclusiveness must move beyond public-private partnerships to include smaller actors and residents. Other fields have a long history of developing education, recommendations, guidelines and laws regarding citizen consultation and dialogue. Thus, there are several untapped opportunities for knowledge integration, which tourism managers may use when expanding collaboration across borders.

The paper contributes to the understanding, conceptualization and development of inclusive tourism and place branding, as well as it gives managerial directions on why and how organizations, groups and individuals should participate.

**Title:** *Place making taking place: the New Mill Town*

**Authors:** Lars Aronsson, Emma Björner, Eva Maria Jernsand

**Affiliation:** Karlstad University, University of Gothenburg

Traditionally, place making has been associated with specific settings, with functions that contribute to the uniqueness of the place, for spatial planning purposes and in projects that aim at upgrading or maintaining spaces. This focus on physical elements as end products, and experts as decision-makers, has been challenged by a democratic view, with active involvement of interested parties. The place is made sense of by those who use it, and place making is described as a collective effort and an empowering tool.

We argue that top-down and bottom-up perspectives of place making constitute a continuum of exclusion, at one end, and inclusion of people at the other. Most places develop through a combination of top-down and bottom-up processes, with several actors involved who have multiple, often unspoken and even conflicting objectives and values. The study examines the interplay between exclusion and inclusion in place making and the challenges and opportunities associated with making multiple voices heard. The development of a cultural and creative center in southwest of Sweden constitutes the case study. The area has gone from an industrial community (mill town) to an international cultural environment and tourist attraction through decisions and actions that individuals, groups, businesses and public authorities have been part of in different phases. The methods are observations and interviews together with analysis of written historical and contemporary documents. The preliminary results indicate that inclusion works well in specific sectors and spaces, however, outside these, there is little inclusion, although there is benevolence and mutual dependence.

**Title:** *Racialized Invisibilities and Visibilities: White and Non-White Readings of Place Branding Material*

**Authors:** Sofia Ulver and Sayaka Osanami Törngren

**Affiliation:** Malmö Institute for Studies of Migration, Diversity and Welfare

In this paper we understand cities today as so-called cultural brands (Holt 2016), that is, commodified spaces that must struggle in the intersection of cultural, ideological and historical tensions. In order to explore a city as a cultural brand, and problematize its marketing efforts in the light of this "doppelgänger brand" (Giesler 2012), we engage in two layers of analysis of our case city Malmö, where the first analysis informs the second. Firstly, we conduct a genealogical media discourse analysis where the primary phase of this analysis generates four preliminary tensions: 1. the former laid-off white working-class identity, 2. burgeoning underdog identity as young hipster progressive, 3. the stigmatized identity as an embodiment of failed social, racial and ethnic integration and the rise of organized crime, and 4. identity as an international punching bag for the far-right where the transnational media-produced revenge fantasies. Secondly, we make an in-situ introspective and reflexive analysis. We discuss how institutional actors of Malmö and Skåne region make the non-identity and racialized tensions visible and invisible in their place branding communication, and how these (in)visibilities can be understood in relation to the growing political polarization. All in all we find that Malmö (as a mediatized cultural brand) struggles with its own fragmented and transforming *non*-identity, and is constructed as a space of racialized tensions. Especially the tensions between the progressive and stigmatized identities are evident in the way Malmö and Skåne racialize and brand the region.

**Title:** *Tourism value chains in the travel experiences of people with disabilities*

**Author:** Alexander Plaikner, Joachim Nigg, and Marco Haid

**Affiliation:** University of Innsbruck

More than one billion people globally live with disabilities of different kind and dimension. Age-related disabilities, in particular, are becoming increasingly common due to demographic change and the resulting ageing of the world's population. Due to persistent ignorance of the high potential of accessible tourism, travel industry is repeatedly criticized for a lack in awareness of accessibility throughout entire tourism value chains. In this regard, the respective study examines requirements of people with disabilities related to touristic experiences. While previous research projects predominantly target only one dimension of disability, this research work includes experiences of people with mobile, vision, hearing, and learning disabilities related to all travelling stages. Applying a qualitative approach, a holistic picture on constraints and barriers related to accessible tourism value chains is explored. Findings derived from this study show information quality as an essential factor for people with disabilities in the pre-travel phase. Lack of awareness for the requirements of people with disabilities frequently triggers obstacles for people with disabilities in the on-site phase. Feedback loops (i.e., evaluation sheets) represent an important and crucial factor for people with disabilities to disclose their opinion regarding their travel experiences. The study contributes to theory by adding aspects of self-identity descriptions of different target groups in accessible tourism. Thus, implications for theory and practice recommendations for more accessible tourism value chains can be derived from this study. Accordingly, recommendations for a sustainable recovery from the Covid 19 pandemic and overall stronger crisis resilience of Destinations are given.

**Keywords:** accessible tourism, tourism value chains, self-identity, people with disabilities, social interaction, travel experiences

**Title:** *Pro-poor tourism and prospect for poverty alleviation*

**Author:** *Kennedy Akrong*

**Affiliation:** University of Lapland

Pro-Poor Tourism (PPT) emerges in the 1990s as an approach to alleviate poverty. PPT means tourism that delivers net benefits. The approach could relate to inclusive tourism's goal of ensuring that the economically vulnerable groups have access to consumption, production, and benefits of tourism. But PPT understandably prioritizes increasing net benefits, particularly in the global south, whereas inclusive tourism is concerned with western countries. PPT main criticism concerned being an offshoot of neoliberalism which prioritizes private and commercial interests. Studies implying the approach focused narrowly on assessing tourism impacts on poverty. Given these concerns, this study takes a broader view by examining the strategies of stakeholders in developing tourism and its product(s). The investigation will explore the extent to which stakeholders deconstruct PPT ideas or alternative ways employed, challenges experienced, and possible ways to address them. The inspiring theories are the stakeholder and the communicative planning frameworks. Complimentarily, these frameworks would help to explore the strategies employed and ethics involved. The methodology follows a qualitative interpretive paradigm with semi-structured interview techniques in data gathering and content analysis of necessary documents. The case is at the Wli community in Ghana and has the highest waterfall in West Africa. Tourism development in this locality aims for pro-poor impacts. This study is a PhD research, and the data is not yet available. The research contributes to scholarly debate on the practical possibility of developing tourism to improve the socio-economic status of people.

**Keywords:** pro-poor tourism, poverty alleviation, inclusive tourism, Wli waterfall, Ghana.

## Session 3: *Transformative tourism science for a sustainable world: Critical reflections on tourism science's ontological and ethical foundations*

Time: Tuesday 21<sup>st</sup> September 13:30-16:00

*2 presentations*

**Session organisers:** Matthias Fuchs

**Affiliation:** Mid-Sweden University

### **Description**

Modern sciences promise to deliver the means to achieve the technological and medical progress needed to overcome the crisis provoked by COVID-19. However, especially in times of crises, sciences show their limits and paradoxes by pointing to the fact that not only their ontology-framed theories but also 'objectified facts' are rooted in the social sphere (Popper 1974). Already Kuhn (1962) reminded us that scientific revolutions are determined by the social, psychological and ethical nature of sciences. Thus, a crisis like COVID-19 shows the potential to challenge current paradigms, like the economic-growth and the technology paradigm. In response to COVID-19, instead of proposing new tools and methods to resume previously charted economic growth-trajectories, Gretzel et al. (2020) claim a transformative tourism science which, first and foremost, reflects on ontological presumptions ruling tourism science and makes ethical values, usually disguised by the pathos of 'value-free' sciences, explicit (Putnam & Walsh 2014). Behind this background, the session invites papers that disclose ontological and ethical discrepancies rooted in contemporary paradigms, like economic-growth and technological progress, thereby critically reflecting the ways they shape contemporary tourism science. From this analysis, propositions for alternative ontological standpoints and ethical positions to frame tourism science in a post-pandemic era should be elaborated and outlined as viable case(s) of transformative tourism science (Higgins-Desbiolles 2020).

**Title:** Transformative Innovations for Sustainable Destination Development

**Author:** *Marije Port*

**Affiliation:** Uppsala University

In reaction to the corona pandemic many sustainable tourism scholars call for transformative research and research for transformation (among which Ateljevic, 2020; Gössling et al., 2020; Higgins-Desbiolles, 2020; Lew et al., 2020; Nepal, 2020). They state that the corona pandemic has created a window of opportunity, in which we can shift towards more sustainable practices, and an opportunity to learn and to rethink tourism. Lew et al. (2020) state that innovation plays an important role in this transformation. This research responds to these calls, and focuses on innovation by tourism actors on the island destination Gotland. On Gotland the narrative on development follows the line of 'business as usual', as it strives at becoming a pilot island for sustainability through sustainable growth with the aim to attract more visitors and to foster revisitation. This is in line with the growth narrative and the focus on economic values by the UNWTO (Higgins-Desbiolles et al., 2019). This research aims at moving away from this narrative of business as usual, and enabling rethinking of tourism on Gotland. Therefore, it is placed within the framework of strong sustainability and degrowth. By doing this, the existing understandings of innovation as a means to create economic value - instead of reducing human impact on the environment (Westley et al. 2011) and communities - are challenged. To change the narrative around innovation in sustainable tourism development a transdisciplinary approach, wherein knowledge, theory and innovations are formed in collaboration with non-academic actors, will be used. It thus derives from the philosophical stance that research has transformative potential through the co-creation of knowledge, and that it should challenge the conceptual understandings embedded in the neoliberal capitalistic system to ensure sustainability.

**Title:** Sustainable tourism in the new normal: learning from covid experience

**Author:** Ioanna Farsari, Marije Poort, and Ulrika Persson-Fischier,

**Affiliation:** Dalarna University, Uppsala University

COVID-19 pandemic is often discussed as an imposed pause of humanity's frantic growth and an opportunity to reflect on our choices and future paths (Gretzel et al., 2020; Ioannides and Gyimóthy, 2020). As the world is now focusing in mitigating the adverse impacts of the pandemic and bringing economy and tourism 'back to business', measures taken in the pressure of emergency to combat economic recession from COVID-19, sustainability goals should not be overlooked or neglected (Hall et al., 2020). At the same time, it is a period of transition and innovation; crises can be a disruption leading to innovations. This research develops around a new project funded by Tillväxtverket which focuses on eliciting the knowledge and the experience generated during the pandemic crisis to attain a more sustainable development of tourism in the "new normal" after the crisis. During the presentation, an overview of the project will be given and some preliminary results from interviews with companies in Dalarna and Gotland will be presented. We look onto how companies have responded to the pandemic so far and how they work with sustainability and climate change. The aim is to better understand vulnerability and resilience among tourism companies and contribute to a more sustainable tourism in the new normal. In this project we undertake a transformative approach which acknowledges the presence of diverse interests and tensions and which employs collaborative and disruptive methods to work with. It also integrates a transformative approach in analysing and discussing the preliminary results and the role of companies in climate change and sustainability in the new normal. Transformative approaches thus are integrated in the ontological as well as epistemological foundations of this research. Very importantly, methodologically we work with collaborative disruptive methods to trigger transformation in the system and enable a discussion with stakeholders around systemic changes in our understandings of development, vulnerability, climate change and sustainability.

## Session 4: *Circular Economy, Circularity Paradigm, and Local Space*

Time: Wednesday 22<sup>nd</sup> September 13:30-14:45

*3 presentations*

**Session organisers:** Lucia Tomassini and Elena Cavagnaro

**Affiliation:** NHL Stenden University of Applied Sciences

### **Description**

The global crisis we have been experiencing due to the COVID-19 emergency is challenging our perception of the global and local context in which we live, travel, and work. This crisis is spreading novel uncertainties about the future of our world but – at the same time – it is also setting the ground to rethink the future scenario of local and global mobilities. We explore how the COVID-19 global crisis has been prompting us to rethink the space inside and outside tourism and hospitality by re-focusing on the local dimension. In this session we aim at exploring the role that the local dimension, circular economy, and circular regenerative processes can play in the future of tourism & hospitality and mobilities. The idea of ‘circularity’ is an ancient archetype that human beings have used through the centuries to make sense of life on Earth, of the biological processes of our ecosystem, and of the cyclic nature of material and spiritual life. The Circular Economy – together with the circularity paradigm - appears a promising driver for critically rethinking the sustainability and the future of tourism, hospitality, and mobilities. The presence of a Circular Economy in the socio-relational space of tourism and hospitality activates circular regenerative processes that create a multiplicity of novel relations, connections and networks among stakeholders. In tourism destinations, a Circular Economy approach can stimulate forms of green mobility as well as design tourism experiences grounded in the local dimension and in the geographical proximity. The future development of a Circular Economy in tourism and hospitality can prompt the re-thinking of the whole structure of services creating value via multiple inclusive regenerative loops, taking place in the dimension of the ‘local’.

**Title:** *A critical reflection on the role of the circular economy and the circularity paradigm to rethink sustainable tourism futures*

**Author:** Lucia Tomassini and Elena Cavagnaro

**Affiliation:** NHL Stenden University of Applied Sciences

The interest in the Circular Economy is steadily growing. The Circular Economy is at the core of legislative initiatives inside and outside Europe. In 2020 the European Commission launched the new Circular Economy Action Plan for a cleaner and more competitive Europe. The United Nations identified the Circular Economy Action Plan as a best practice to prompt the implementation of the 2030 Agenda and the Sustainable Development Goals (SDGs). Despite this institutional attention and the fact that 'circularity' is an ancient archetype that human beings have used through the centuries to make sense of life on Earth, the implications of the Circular Economy for the tourism and hospitality sector are still largely unexplored and under theorised. Hence, this presentation discusses the potential - and challenges - of the Circular Economy to critically rethink sustainable tourism futures, global (im)mobilities as well as the responsibilities of tourism in the local space where it takes place. In doing so, it combines a theoretical reflection with the first exploratory findings of a collaborative project on Circularity Hospitality in Friesland (The Netherlands) in which several entrepreneurs participated.

The Circular Economy and the circularity paradigm seem a promising driver for critically rethinking the future of tourism, hospitality, and mobilities – a future that a growing majority of scholars and practitioners hope will be sustainable. The presence of a Circular Economy in the socio-relational space of tourism and hospitality can activate a multiplicity of novel relations, connections, and networks among stakeholders, can prompt regenerative processes of placemaking as well as setting new practices of sustainable tourism and mobility. Hence, our study examines the paradigm of 'circularity' as an alternative approach to the market-oriented neoliberal capitalism and a growth-oriented attitude. By envisioning the effects of the Circular Economy — originally conceived purely in terms of product eco-efficiency — and of circular regenerative processes within a multidimensional sector as the one of tourism and hospitality, this study explores sustainable tourism futures through the lens of circularity and shares how hospitality entrepreneurs negotiate its implications for their businesses.

Our study contributes to the current debate on the Circular Economy by developing further knowledge on its implications with regards to tourism and mobility. It does so by situating the circularity paradigm within the broader debate on global issues, justice, and sustainable development. We conclude that the future development of a Circular Economy in tourism and hospitality can prompt the re-thinking of the whole structure of services creating value via multiple inclusive regenerative loops, taking place in the dimension of the 'local'.

**Title:** Stakeholders' sustainability discourses of a tourist project in rural Sweden

**Authors:** Jörgen Elbe and Ioanna Farsari

**Affiliation:** Dalarna University

Sustainability is a concept that has been dominating developmental and political debates during at least the last two decades. It is a contested concept, flexible enough to match diverse or even conflicting viewpoints and interests. In tourism, this vagueness is related to the value-based character of the sustainable tourism concept. The concept is often related to broad and sweeping ethical and ideological considerations and to a simplified and harmonic view on sustainable development where inescapable conflict of interests between social, cultural, economic and environmental issues are neglected. The aim of this research is to critically discuss discourses of sustainability of a disputed tourist project in rural Sweden as communicated in mass media. More specifically, the research is examining the case of Sälen mountain resort and look on how the development process of a new international airport, inaugurated in 2020, was presented and debated in newspapers. The project was considered controversial with many proponents as well as opponents raising conflicting interests and points of view. We have analysed material in newspapers for the period 2011-2019. Preliminary findings indicate that the project of the development of an international airport is presented as hopeful and good with indications of intrinsic though utilitarian values. Pro-growth discourses around increasing numbers of international tourists and job generation, or even of positive environmental impacts are evident in the media. Opposition on the other hand, comes as debate articles and develops around tax-payers money, responsibility to future generations and environmental concerns. Discourses of weak and strong approaches and pro-growth vs degrowth become part of the discussion of the results to inform the theoretical framework of analysis. As this transportation project and the discourses around it analysed rely a lot on the premise of growth and international tourism, aspects of circularity become also part of the discussion. The role of an international airport as a transportation mega-project to compensate for rurality and peripherality as well as social sustainability is evident also in the discourses. Aspects of locality and proximity are ignored in these discourses and pinpoint its relevance to circularity paradigm and its contribution in advancing sustainability discourses.

**Title:** *Lessons from Canada's 1st Circular Economy Platform*

**Author:** *Statia Elliot*

**Affiliation:** University of Guelph

Signs that our planet is in distress, from global climate change to the COVID-19 pandemic, are overwhelming, and call for transformative action to build back better. In response, a circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems (Macarthur, 2021). However, moving from concept to practise is complex. Most initiatives focus on reducing and recycling, not repairing or re-manufacturing (Barreiro-Gen & Lozano, 2020), thus limiting potential contributions to sustainability. This case study tracks a micro-level circular-economy program to understand barriers and to identify effective strategies to advance economic circularity.

With a goal to lead sustainable development, the city of Guelph established Canada's 1st circular economy platform, supported by a \$5 million government investment to advance Canada's commitment to achieve net zero emissions by 2050 (Khan, 2021), a local initiative with national aspirations. Guelph's platform accelerates the transition to sustainability by focusing on two sectors: environment and food. Food is fundamental to life, yet many experience food insecurity even in developed nations, food waste creating greenhouse gases in landfills instead of realizing its potential value. Key to successful activation are restaurants, as supply chain partners, change agents and educators. Canada's largest B-corporation restaurant chain created a circular food experience beginning with waste grain from a brewery upcycled as feedstock for a fish farm; waste became natural fertilizer for potatoes and yeast; all coming together as a circular meal of smoked trout, sourdough and a pint of local beer. Lovely, but limited.

Lessons learnt include the importance of collaborative efforts of innovators, entrepreneurs and researchers, technological support through a smart city initiative, and leadership commitment. However, scaling-up micro initiatives remains a significant barrier to expanding circularity. Significant public sector investment is required to advance transportation, technology, infrastructure, traceability, and bio-friendly packaging if circular economies are to flourish. The hospitality sector can play a lead role not by creating its own circle but by facilitating hub-spoke connectivity for local circular economies to succeed.

## Session 5: *Tourism innovation for precarious times I&II*

Time: Thursday 23<sup>rd</sup> September 08:00-10:00 & 10:15-11:30

*12 presentations*

**Session organisers:** Gunnar Þór Jóhannesson, Magnús Haukur Ásgeirsson, Dejan Krizaj, and Florian Zach

**Affiliation:** AIRTH, University of Iceland, University of Primorska, Virginia Tech

### **Description**

Tourism has often been heralded as a tool for economic growth and development not least for rural and peripheral areas. However, current global societal challenges such as global climate change and the fourth industrial revolution put pressures on the tourism sector, companies, entrepreneurs and other stakeholders to pursue new or alternative ways to do tourism in responsible ways. The Covid 19 pandemic and the ensuing global halt of tourism has further accentuated the need for innovation and creativity in tourism.

This special track centered on innovation in tourism is open to contributions from a broad academic field that address the ability of tourism to respond to societal challenges and shape mobile futures. Furthermore, these challenges are likely to affect societies and communities in different ways depending on geographical setting and cultural context. As such we welcome submission that contribute to our understanding of innovation success, challenges and failures. The list of possible themes and topics is not exhaustive.

Potential themes

- Innovation capacity of tourism firms
- Digital innovation
- Smart development and tourism
- Education and innovation
- New service and product development
- Destination networks
- Information technology in tourism
- Digital experience innovation

Track management

This track is managed by AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality). Its mission is to foster interdisciplinary collaboration to develop and implement innovations that contribute to the sustainable development of destinations and tourism & hospitality businesses. Visit <http://airth.global/> for more information.

**Title:** Revisit intention in terms of destination image and travel anxiety under COVID-19 in Japan among travelers who obtain travel information from social media influencer

**Author:** Hisashi Masuda

**Affiliation:** Kyoto University

In this study, we develop a research model that combines tourist destination anxiety against tourist destination image theory with investigating the characteristics of travelers who acquire information from social media influencers. To test the model by SEM(structured equation modeling), a survey on tourism on Kyoto under COVID-19 was conducted among metropolitan residents in Japan (n=514). The result showed that destination cognitive image influenced the intention to revisit for both the group that acquires information from social media influencers or not. But the impact of the cognitive image was significantly greater in the acquired group than the non-acquired group. In addition, in the destination cognitive image, ease of tourism, tradition and culture, nature, and local community were significantly related for the acquired group, while for the non-acquired group, the only such relationship was food/cuisine and local community. This study provides a perspective on the use of insights from social media influencer marketing research into tourism research. In addition, we show the tendency to revisit tourist destination in consideration of travel anxiety, which provides useful insights for the management of destination under the influence of infectious diseases. We have not yet been able to analyze the impact of individual components of the image of a tourist destination or a more detailed model that takes into account the diversity of tourists. In the future, we will build a model that can explain more complex structures based on this model and collect data, aiming to contribute to this research field.

**Title:** Youth activation and intergenerational collaboration for tourism innovation in precarious times: LocalsFromZero case study

**Authors:** Dejan Krizaj, Rudi Medved, and Jaka Godejsa

**Affiliation:** University of Primorska

The 2020 pandemic and overtourism issues of recent years have shown us the benefits, relevance and limitations of tourism. In response, several international partners launched TourismFromZero, which has already received more than 900 responses discussing related issues and ideas.

In April 2020, several students submitted ideas via the TourismFromZero questionnaire with a common focus on local "from zero" experiences. They were invited to join the TFZ team to guide them in implementing their idea. The group formed the LocalsFromZero startup, invented a new concept for local tourism collaboration, and implemented the first minimally viable LocalsFromZero (LFZ) prototype.

LFZ is an experiential platform in the form of an e-marketplace with a profound social twist: education and support for the digitization of smaller, authentic providers and the opportunity for students to gain real work experience. A new platform/business model layer is included through the LFZ Scouts. Scouts are field agents who know their region inside and out. Their job is to find hidden local experts and hosts - and help them become part of the tourism market. These small but important players are often overlooked, even though they contribute greatly to the preservation of local traditions (past and present), culture and environment.

The case study presented analyzes the process from the initial pandemic response to youth activation and intergenerational collaboration that developed in and through unique circumstances and drivers of innovation.

**Title:** Hacking Hekla: Developing entrepreneurship and innovation in practice – barriers and ways forwards

**Authors:** Magdalena Falter, Gunnar Þór Jóhannesson, and Carina Ren

**Affiliation:** University of Iceland, University of Aalborg

This article explores entrepreneurship and innovation in rural communities in Iceland based on the case study of Hacking Hekla - a rural hackathon with focus on entrepreneurs in rural Iceland.

Digitalization is often proposed as a new all-purpose method in regional development to respond in an innovative way to the challenges of rurality. However, when turning to the fine-grained practices of development and implementation, the role of the digital often becomes less clear. This paper seeks to add understanding to how digitalization is understood and worked with in practice in regional development.

By focusing on the motivation of the various actors involved in this activity, we seek to crack open the black box of “innovation, digitalization and entrepreneurship” and shed more light on how these actors describe and work with innovation and entrepreneurship in the context of regional development.

Using action research (Lewin, 1946) as a methodology, this research actively uses the hackathon as a tool towards research as well as development. Data has been collected through participant observations, questionnaires and qualitative semi-structured interviews.

Hackathons are often applied in order to reach instant economic and societal change. The application of innovative tools in regional development processes are hyped as miracle solutions. The case study about the intervention of Hacking Hekla, however, showed that innovation comes about in rather subtle than drastic and smooth ways. Hence the study shows that strengthening entrepreneurship in rural communities is a complex process that might only show effects in the long-term.

**Title:** Tourism firms in crisis: Theoretical perspectives on the role of the entrepreneurial ecosystem

**Author:** Iris Hrund Halldorsdottir

**Affiliation:** University of Iceland

Long-term sustainability of a region includes its ability to respond and adapt to changes and shocks, which the tourism industry is renowned for. Using the concept of an entrepreneurial ecosystem as a theoretical lens, this study aims to explore the interplay between the entrepreneurial environment and coping of tourism enterprises in these turbulent times.

Recently the concept of the entrepreneurial ecosystem (EE) has gained popularity with scholars. With its roots in Systems Theory, the concept is fundamentally about understanding how aspects of the environment, and their interplay, are important for entrepreneurship and innovation. In theory, innovation facilitated by a supportive EE can foster a region's resilience in the face of crises. However, to date few, if any, studies in tourism have used the EE concept as a means of exploring its role in supporting tourism firms in a crisis scenario. This is where this study will provide an initial theoretical application of the EE concept to the crisis in tourism in Iceland brought about by the Covid pandemic. Specifically, the paper will theorise how elements of the EE, for example networks, government policy and cultural attributes, can align to support tourism firms in tackling crises.

**Title:** *Factors influencing exclusion and untapped potential of young and small tourism professionals*

**Authors:** Tadej Rogelja and Dejan Križaj

**Affiliation:** University of Primorska

The distribution of the benefits derived from tourism is very uneven. The author refers to the challenges of micro or small tourism communities and their stakeholders (local tourism providers, associations, etc.), which despite their tourism potential and due to various factors remain overlooked, excluded and/or uncompetitive in the tourism market.

A number of previous studies have already identified some of the key factors contributing to such a situation: lack of entrepreneurial thinking, lack of knowledge and skills in the field of digitalisation (directly related to the rapid technological advances of recent years), insufficient strategic planning, the regional/local character of tourism, ongoing COVID -19 pandemics, etc. (Hohl & Tisdell, 1995; Czernek, 2017, Ndivo & Cantoni, 2016, de Guzman et al., 2020). Similarly, in this study, the author explores what key factors are perceived by the above-mentioned stakeholders as inhibiting and problematic for their development and progress, but in this research the emphasis is placed on inhibiting factors that young and qualified professionals (e.g. students) see as being able to come to their aid (Lopes et al., 2021). The aim of such a research framework is to identify the common interests of both sides (young professionals and small tourism stakeholders), find synergies and propose a new conceptual model for connecting qualified young and marginalised tourism stakeholders. To reach that goal, the author will discuss several inductive approaches to better understand actual and suitable tourism development practices of young and small tourism professionals.

This research is being conducted as part of the EU-funded HORIZON 2020 project SMARTDEST.

**Title:** Retaining Recreational Tourism Through Digital Solutions

**Author:** Sabina Rolsted

**Affiliation:** Zealand Academy of Technologies and Business

Due to the COVID 19 induced restrictions in international travel and tourism activities and indoor activities, there has been huge surge in outdoor recreational tourism at both local and national level. Although outdoor recreation, as a trend has been growing steadily for the last couple of years (European Tourism Future Institute, 2019), COVID-19 has pushed the newer (recreational) consumer at a faster pace towards the nature and recreational activities. As summer 2020 witnessed the increased local tourism activities, a post COVID-19 scenario could be that tourism mobility is transformed not only temporarily but over the long-run (Ioannides & Gyimothy, 2020). This would require Danish tourism businesses to design their tourism experience products focusing even more on the changing customer segment for longer term and not just improvise at the moment of crisis.

This study intends to explore how the tourism businesses attempted to retain the customers and which innovative behavior and solutions they have applied in response. Due to social distancing requirements, businesses moved toward digitalization and sought digital solutions to interact with the customers. However, the nature and utility of digital solutions varied from simple and ad hoc solutions such as MobilePay - Pay and Play solutions, emergence of voluntary activities to business alliances with similar business; and Apps development funded by private and government sector consolidating various tourism stakeholders. The question is whether these solutions will remain useful for long term retention of the customers.

**Keywords:** Recreational tourism, digital innovation, digitalization, COVID-19 tourism responses.

**Title:** Guest cards and weather conditions in city destinations – An analysis of visitor flows - The case of the Geneva City pass

**Authors:** Miriam Scaglione, Rodolfo Baggio, and Marut Doctor

**Affiliation:** University of Applied Sciences and Arts Western Switzerland Valais

Studies on travel, time-space consumption has always been a challenge for tourism research, but interest has expanded with the increased availability of tracking techniques (for example, GPS trackers, cellphone data). Under the seminal research umbrella led by Lew and McKercher (2006); McKercher (2018); McKercher, Shoval, Park, and Kahani (2015); Baggio and Scaglione (2017) have proposed a network analytic approach to visitor flows (VF). The cumulative distributions of the trajectories' lengths were consistent with the "Levy flight random walks pattern" (LFRWP) either for the cell phone or loyalty/discounted/all-inclusive guest cards data. From a behavioral perspective, the verification of the LFRWP is coherent with visitor's trajectories optimization strategy of grouping nearby attractions together before visiting another set of attractions, that is a faithful description of tourist activity.

Geneva is an urban canton (state) comprising a surface of 282.5 km<sup>2</sup> that promoted a guest card with 50 attractions and valid for 24, 48 or 72 hours. Data collected from 2016 to 2019 from more than 40,000 cards were enriched with daily meteorological information translated into categorical variables that mimicked MeteoSwiss' weather forecasts. The research outcome (that used spatial analysis combined with general linear econometrics) showed limited validation of the LFRWPs even after data clustering (by season and meteorological conditions) along with a moderate evidence of weather influence.

The authors propose a twofold explanation to these facts: urban destinations with highly connected transportation seem to disregard the importance of the optimization of travelers' strategies and; the limited number of attraction points may affect the verification of LFRWP.

**Title:** Designing a sustainable hotel platform for increased productivity and loyalty benefit - is it the right time for cooperation in the hotel industry?

**Authors:** Mladen Mitrović, Dejan Križaj, and Gordana Ivankovič

**Affiliation:** University of Primorska

Revenue Management (RM) is an area experiencing progressive popularity in the world of the hotel industry. The first author's doctoral dissertation (which is under research process) is dealing with the problem of applying RM and benchmarking of performance indicators as its integral part, in the 3, 4 and 5 stars hotels from Belgrade, Ljubljana and Zagreb, collecting information from the hotels directly and, potentially, through the Smith Travel Research (STR) database.

It is questionable to what extent it is practiced by smaller capacity hotels, which are not members of any chain. There are some indications on which it is expected the lower level of understanding and usage of RM and benchmarking in hotel SMEs from those cities e.g. small percentage of hotels sending their business reports to the STR, a worldwide recognized leader for hospitality industry benchmarking.

The idea is to present hoteliers with a chance to gain an enviable level of knowledge and to use RM with minimal investment through the presentation of an innovative mobile application that would consist of a three parts. The first part is theoretical, with intention to provide all useful information about the RM concept (history and development, formulas, glossary...). The second part will give a possibility for conducting benchmarking. Since great attention in the hotel industry is paid to guest satisfaction, which of course is also expressed through repeated visits, the application will also contain a part in which the cooperative activity of the hotels will encourage loyalty programs and this aspect of the application will serve guests to meet (and also to book their accommodation) all the amenities they can get during the stay in the object on a loyalty program basis. Probably the vast majority of these hotels do not have a site in their facility optimized for smartphone users, so potentially this part of mobile application could allow them to activate and present their offer in this market, which shows enormous growth. To begin with, the application is intended to present staying offers from hotels in Ljubljana, Zagreb and Belgrade. If the whole idea is put in the context of the situation with the Covid-19 pandemic, its adequacy can be also considered from the point of view of promotion and encouraging tourist stays in hotels, at least on the national level.

**Title:** *Tools for Sustainable Transformations in Tourism*

**Authors:** Sara Lupini and Giovanna Bertella

**Affiliation:** UiT - The Arctic University of Norway

Sustainable Transformations (STs) are large-scale shifts towards sustainability. Central for such shifts are knowledge co-creation and sharing, collaboration and innovation. In their attempt to respond to the COVID-19 crisis, tourism destinations, viewed as complex socio-ecological systems, have now the opportunity to undergo STs. However, there is a lack of tools and methods that can assist tourism stakeholders, in particular companies and destination management organizations, in their attempts to move towards sustainability. The purpose of our study is to discuss possible tools and methods.

This study reports our experience in developing and testing practical tools and methods aimed at promoting active participation, stimulating collaboration and fostering innovative thinking among destination' stakeholders. Our study relies on central ideas from practice-and design-based learning theories, Theory of Change, Design Thinking and Sustainable Business Models. It includes a series of three workshops promoted by the local Destination Management Organization (fall 2020) and two students-enterprises workshops (fall 2020, fall 2021). Data were collected through participant observations, field notes, and final oral and written evaluations by and with the participants. The data were analyzed identifying critical aspects regarding the participants' satisfaction with the workshops, possible improvements and perceived learning outputs, in general and in relation to sustainability. Our study's approach has resulted to have both potentials and challenges.

We argue that there is an urgent need for participatory creative methods, and our study is a contribution to development of a toolkit of such methods that can be used by scholars and practitioners interested in promoting STs of tourism destinations through innovation.

**Title:** *Product innovation overnight*

**Authors:** Elsbeth Bembom, Randy Bruin, and Carina Ren

**Affiliation:** Aalborg University, UiT- The Arctic University of Norway

As for many other tourism companies across the globe, the summer of 2020 was unusual for many tourism entrepreneurs throughout the Arctic due to the COVID-19 pandemic. While their usual international clientele stayed home, local companies were to some extent able to welcome domestic tourists instead. Since tourism in many Arctic destinations had grown significantly during the last decade due to increased interest of international markets, tourism businesses needed to rethink their offers for this new domestic guest. How did Indigenous tourism entrepreneurs adapt to the crisis and how can their responses be understood considering discussions of Indigenous entrepreneurship? To answer these questions, this study draws on interviews with tourism managers at local DMOs and Indigenous tourism entrepreneurs in the Arctic.

As described in the interviews, local tourism businesses implemented minor to radical product innovations to target domestic visitors, such as ‘softening’ their tours and upgrading their food and accommodation offers with locally produced products. In accordance with earlier research on Indigenous entrepreneurship, Indigenous business owners often rely on directly available resources and prioritize their heritage and values over financial profit (Wennecke, Jacobsen & Ren, 2019). Even though Indigenous entrepreneurship is often contrasted to “mainstream” definitions of entrepreneurship (Hindle & Lansdowne, 2005), this research stresses the adaptability and resilience of Indigenous tourism entrepreneurs during a crisis, which challenges assumptions regarding Indigeneity and entrepreneurial skills.

**Title:** *The potential impact of The University of Iceland Science Park on Tourism Innovation in Iceland*

**Author:** Runolfur Smari Steinthorsson

**Affiliation:** University of Iceland

University of Iceland did establish a Science Park in 2004 with 6.8 ha of open land at the university campus in the city center of Reykjavik. When founded University of Iceland Science Park (UISP) was at the idea stage with ambitious plans to construct buildings within the park and rent spaces to companies and institutions. It turned out to be difficult for UISP to attract tenants and secure enough financial resources for the constructions. In 2008 the fundamental concept of UISP did change. Instead of the idea of a being a property owner offering space and services to various organisations the Science Park changed its vision to become a community developer. The emphasis was on developing an open and inclusive community for people to live, work, study and play.

In 2021 the University of Iceland Science Park is becoming an area with an attractive site plan. Within the Park area are now four large buildings and space for more buildings. A house for students is next to the area on campus for student housing, adding new rooms for 277 students to the 1300 that already are living in the campus area. Two of the buildings are homes to international biotech companies. The fourth building is designed to be a house for many companies and institutions. It will be the main building for a large computer games company. In this building a considerable area will be controlled by the UISP providing space for a Start-Up Accelerator, new start-ups, cluster organisations and entrepreneurs.

University of Iceland Science Park is an important addition to the innovation ecosystem in Iceland. The vision of the Park is to be an active open and inclusive community of work and play leading to growth and impact. Recently the Icelandic Tourism Cluster decided to move their premises to UISP area. That move can be seen as an important step for the UISP in the process of establishing the Park as a player in the innovation ecosystem in Iceland. This research addresses the following questions: How can UISP unlock its opportunities and avoid the threats that loom in the ecosystem, it is part of?; Why did the Icelandic Tourism Cluster decide to move to UISP. What impact can that move have on Tourism Innovation in Iceland?

**Keywords:** Science Park, Ecosystems, Tourism, Development, Impact

**Title:** *The life cycle of China's exhibition patents for new exhibition travel*

**Authors:** Liu Linyan, Zhang Yin, Jin Yangnan, Florian J Zach

**Affiliation:** Beijing International Studies University

The convention and exhibition industry is for many cities a critical driver of incoming travel activity. Not surprisingly most 2020 conventions and exhibitions have been cancelled due to COVID-19. While for many events the COVID-19 closures happened overnight, others could adapt and develop an online or at least hybrid version of their event. Today it seems that the hybrid model might be here to stay as a safeguard against other disease outbreaks and also as a means to attract customers that, for various reasons, are not able or inclined to attend in person.

It has become the industry's current concern and consideration to identify how the technological innovation of the exhibition industry can help the development of offline exhibitions and the integration with online exhibitions. Starting from exhibition patent information, this study explores the distribution characteristics of exhibition innovation technology and processes, as well as the development of Internet-related exhibition technologies. Employing the use of technology life cycle theory, this research analyzes the life cycle of exhibition patent technology and focuses on measuring the scale and quality of exhibition technology innovation. The results suggest that the exhibition patent technology is in a growth stage. The exhibition patents related to Internet technology have developed rapidly but the quality is not high.

# Session 6: Capturing mobility: Visual methods in Tourism Studies

Time: Wednesday 22<sup>nd</sup> September 10:15-12:00

*4 presentations*

**Session organisers:** Katrín Anna Lund, Ian Jenkins and Karen Davies

**Affiliation:** University of Iceland, Cardiff Metropolitan University

## **Description**

This session will focus on the use of visual data for tourism research, exploring its validity, importance and practise in the current academic discourse. Within tourism studies, such research is relatively nascent and although papers have been published on this topic, the dominance of the positivist paradigm has often viewed this new method with scepticism. Visual methods have been widely accepted as a rigorous, appropriate and valid approach in other disciplines (for example anthropology, sociology, geography, art, management, health and social care), not least regarding their effectiveness in capturing human performances such as in situ moments, memories and experiences and simultaneously allowing reflection upon these elements.

Currently, there is a growing interest in the development of visual methods in tourism studies to widen its contribution to research and our understanding of tourism as a social and cultural phenomenon. It is evident that these types of methods offer an insight and understanding of tourism as a complex and heterogenous phenomena where humans and non-humans interact and, furthermore, improvise and enact mobile futures. A number of papers and books have been published, giving gravitas to the emerging importance of these methods for tourism as a discipline and its evolving epistemology ( Haldrup and Larsen, 2006; Scarles, 2010; Rakic and Chambers 2012; Balomenou & Garrod, 2019; Davies & Jaimangal-Jones 2020 Westwood, 2007; Pink, 2008; Holm 2014). The aim of this session is to further this discussion within tourism studies in order to foster more advanced understanding and demonstrate the importance of visual studies so that it becomes more fully accepted and developed as a research technique within tourism studies.

**Title:** Images of Sustainability in Tourism

**Authors:** Karen Davies and Ian Jenkins

**Affiliation:** Cardiff Metropolitan University, University of Iceland

As concerns around the future of our planet continue, tourism organisations seek to improve their practices and in doing so appeal to the more ethically minded consumer. The use of germane visual representations on websites and social media sites is key to delivering messages related to these sustainable practices and ethics. This paper aims to explore the types of visual representations used to represent aspects of sustainability by tourism organisations in order to elicit the desired responses from consumers. The use of visual research in tourism is still under-represented, despite growing recognition of its validity and therefore a secondary aim is to further enhance and increase the visibility of this largely underdeveloped area.

Visual representations of sustainability were initially extrapolated by analysing the websites of key environmental and conservation organisations such as Friends of the Earth and Greenpeace. A list was drawn up based on the content of these websites and a matrix developed from which to categorise visual representations of sustainability. A purposive sample of tourism organisations related to issues of sustainability plus a stratified sample of other tourism businesses including visitor attractions, accommodation providers, airlines and festivals, based on size of business or capacity was developed and a content analysis of the websites and social media sites of these organisations was conducted using the matrix. Interviews with the managers of some of the selected organisations were then carried out to discover the reasoning behind the use of the visual representations on their websites and social media sites.

**Key words:** Sustainability; visual representations; tourism; content analysis

**Title:** Playing it safe: Toyism (toy tourism) as revenge travel in pandemic times

**Authors:** Katriina Heljakka and Juulia Räikkönen

**Affiliation:** University of Turku

The travels of toys have become increasingly visible thanks to technological development, visual, serial and social storytelling: Players document the journeys of their traveling toys with smart phones, and share their adventures on social media platforms, such as Instagram. The phenomenon of traveling toys as a form of non-human tourism has been conceptualised as toy mobility (Heljakka & Ihamäki, 2019) and toyism (Heljakka & Räikkönen, 2021). Toyism entails the mobility of physical character toys and happens as part of international travel in the contexts of toy owners, toy hosting programmes and toy travel agencies. Earlier work observes, how toyism occurs for either paidic (open-ended and creative), or ludic (goal-driven and competitive) motivations, which is most of all is grounded in their players' wanderlust as well as their quest for social interaction through shared toy experiences.

This presentation highlights completed and ongoing studies on toyism. Leaning on the outcome of analyses of adult toy play during the pandemic, the research investigates toyism through the themes of resistance, resourcefulness and playful resilience related to restrictions and possibilities of human and non-human traveling during the COVID-19 pandemic. To mitigate the risks of public travel rage, the author presents how toyism has manifested during pandemic times by playing it safe, and how this play activity of adults demonstrates revenge travel. Toyism as a form of revenge travel in the times of the pandemic is exemplified through a case study of the *toyists*—two toy characters, who escape the everyday in their real-world travel bubble.

**Keywords:** adult toy play, pandemic, revenge travel, toy mobility, toyism

**Title:** Delving into images – capturing motions

**Author:** Katrín Anna Lund

**Affiliation:** University of Iceland

This presentation looks at photography as a creative and sensual activity that reveals the more-than-human entanglements that constitute places as tourism destinations. The focus is on the practice of the tourist researcher who travels to and in a destination gathering information about the being and becoming of it, often using camera as a tool to collect data. The images produced most often serve scholars as illustrating components in a text-based results and are as such undermined as decorative and explicative, hence, their narratives, vitality and agency are ignored.

My argument is that photographic images capture the immediate atmospheres of place as they are woven together through the near and the far, the seen and the unseen, spatially and temporally, and as such photographs communicate 'not only through the realist paradigm but through lyrical expressiveness' (Edwards, 1997). In other words, photographs mediate motions and emotions that words cannot always express precisely because places, as destinations, can never be merely described and framed. It is becoming increasingly recognised that tourism researchers need to scrutinise their research practices and move towards more responsible approaches that demand acknowledging how places are shaped by more-than-human mobilities that embrace the moving observer.

To illustrate the lyrical expressiveness of a place in motion I shall invite the audience to join me on a travel in a sub-Arctic destination in the north east of Iceland to be touched by some lyrical and moving moments embraced by more-than-human atmospheres.

**Title:** *Sonar-o-Graphy: The Submerged Tourist Gaze in Sportfishing*

**Author:** Vesa Markuksela

**Affiliation:** University of Lapland

Fishing tourism is a very common leisure practice in sport fishing, and fishing grounds are in the core of the servicescape of this tourism form. The sportfishing waterscape consists of the interconnected above-water and underwater “landscapes”. Fishers’ particular interest is in the latter as they attempt – in order to read the underwater landscape – to move toward the fish. In doing so, they also try to sense like the fish.

A fisher endeavours to interconnect with the fish mostly via “distant” technologized observing, without actual close “contact zones”. This is done for instance by closely following the screen of a sonar system. The subsurface observation of the posthuman fish, water, vegetation or bottom is a messy combination of sensory ethnography and multispecies ethnography. I refer to this novel method as Sonar-o-Graphy.

Sonar-o-Graphy leans on a practice theory combination that emphasizes the importance of mobility, the body and the senses. It also acknowledges the involved agency of the posthuman (e.g. fish, sonar) in the pursued practices.

This is an empirical study of two sportfishing modes: trolling and casting. The trolling data was gathered by the writer’s own extended sensory ethnographic fieldwork. The casting data consists of interviews with enthusiasts and their own sonar related videos. This study applies narrative analysis and epi-reading of the visual.

In a similar way as photovoice, Sonar-o-Graphy offers a visual means for exploring the embodied dimensions of human–animal entanglement. The sonar allows the ethnographer to “see” and to be “touched by” the water conditions as well as to “feel” the bodily micro-motions and actions of the fish. The sonar, along with water, thereby provides possibilities for human–animal communication through sensory-rich body language. The aspiration is to create a sensorial connection and embodied understanding between the studied fish and the human.

Sonar-o-Graphy enriches our understanding of multispecies encounters in tourism and supplements the academic posthuman interaction discussion. It also contributes to the methodological development of ethnography and appends viewpoints of socio-material agency of things into the field of research.

# Session 7: Influence of Equipment and Technology on Outdoor Pursuits

Time: Wednesday 22<sup>nd</sup> September 10:15-12:00

*4 presentations*

**Session organiser:** Konstantin Gridnevskiy

**Affiliation:** NHL Stenden University of Applied Sciences

## **Description**

Traditionally, technology was believed to affect outdoor activities in such areas as access and transportation, comfort, communication, information, and safety (Ewert & Shultis, 1999; Goldenberg & Martin, 2008) and with the continuous developments that take place around us, this is probably not going to change. On the contrary, the dependence on the technology that people are developing in everyday lives is likely to influence them when they participate in the outdoor pursuits as well. And while in many cases, technological advancements can help people to go beyond their personal limits and open up new horizons (which leads to more inclusivity), an overreliance on such technologies and equipment might lead to incidents or even deaths. In addition, while social media could help less-known places to become more popular, it could also possibly bring mass tourism to vulnerable places or places that are not ready to accommodate a sudden increase in tourism numbers. As there is an increasing body of (circumstantial) evidence (e.g., selfies are said to kill more people than sharks; such deaths are labelled as selficide), more research related to this is needed.

As technologies change, our relationship with them changes in its turn as well. That is why, in order to prevent potential accidents and protect 'untouched' places, it would be important to monitor what exactly has influence on people's behaviour and in what way. Therefore, this session is meant to be a place to discuss various aspects of the use of technology in the outdoors and what influence equipment and/or social media can have on participants in outdoor pursuits as well as on destinations.

Examples of possible topics could include:

- New technologies and their influence on how people experience the outdoors (including risk perception)
- Influences of social media on outdoor pursuits, destinations, choices of activities and behaviour of people who participate in them
- Usage of everyday equipment (e.g., smart phones) in the outdoors
- Assessments of technology-related accidents or issues and what could be done to prevent them in the future

**Key words:** adventure tourism, outdoors, technology, equipment, social media, risk perception, accident prevention, individual behaviour.

**Title:** *“Do you trust all you see?”: The influence of social media on people’s perception of packrafting and risks involved in the activity.*

**Authors:** Konstantin Gridnevskiy

**Affiliation:** NHL Stenden University of Applied Sciences

There are different reasons why people turn to social media. It could be to communicate with others or to express themselves. In other cases, social media can provide channels to find information related to various topics people are interested in. Whether this information (both visual or verbal) is reliable or not can be argued.

In our ongoing research, we are trying to see how people are influenced by visual information (pictures) in relation to their perception what gear is required for packrafting, a relatively new outdoor activity that is experiencing fast growth in recent years, also due to social media. In packrafting one has to use a small lightweight raft that can be easily packed into a rucksack and carried to any river/lake with you (thus a packraft). At the same time, this activity is relatively unknown to the broader public. In our research, we have conducted an experiment with several groups of people (not familiar with packrafting), who were shown different sets of pictures from social media and, later, asked about their expectation from and perception of this activity. Even though it is an ongoing research and it uses packrafting as its subject, the outcomes can be interesting for broader audience as they illustrate how portrayals of an outdoor activity on social media can have an influence on how people perceive this activity.

**Title:** *Co-creating platform driven tourism: Optimizing the nexus between public sector, industry and the knowledge sector*

**Authors:** Veronica Blumenthal, Merethe Lurfald, Stine Kvamme, and Kristine Blekastad Sagheim

**Affiliation:** Inland Norway University of Applied Sciences

In this ongoing research project, aiming to identify the potential the platform economy may represent for the tourism industry in a peripheral region, we take an innovative, action research inspired approach to develop a platform driven cycling product through facilitating co-creation in the nexus between public sector, tourism industry, and the knowledge sector. As a part of this project, we explore the opportunities that lay in using an “innovation camp” among students as a tool to facilitate the co-creation of a platform-based cycling experience product in Gudbrandsdalen, Norway.

The process consists of three phases. The first phase consists of gathering relevant data through secondary data, a survey, and in-depth interviews with relevant stakeholders. In the second phase, this data will be used as background material for an “innovation camp” organized among innovation and tourism students in both tertiary and secondary education. An innovation camp is an event where students work intensely in cross-disciplinary groups within a limited time frame, usually less than 48 hours, to develop new ideas and/or propose innovative solutions to a clearly formulated problem (Bager, 2009). The event engages industry as well as government representatives who contribute as mentors and jury members ultimately names a winning solution/idea. The third phase, which will be conducted by industry partners, consists of implementation based on ideas generated through the innovation camp.

Organizing an innovation camp is an innovative approach to engaging various local stakeholders in a co-creative product development process. This paper provides a presentation of the employed research design, as well as reflections on the use of students as a source of innovation and innovation camp as a tool for facilitating co-creation.

**Title:** *Tourist information behaviour on site: smartphones and planned serendipity*

**Authors:** Micol Mieli

**Affiliation:** Lund University

Smartphones have become one of the main tools for travel information search, especially on site, during the trip. The use of mobile technologies and ubiquitous internet connectivity do not only allow tourists to access information anywhere, at any time, but have deep impacts on tourists' behaviours and on their whole tourist experience.

The study suggests an interpretation of tourists' information behaviour on site through the concept of "planned serendipity", which offers a view of tourist behaviour that overcomes the dry juxtaposition of spontaneity and planning. The concept is developed through an empirical investigation on tourists' behaviour on site. In a qualitative research design, experience sampling method (ESM) was used to collect tourists' behaviour and emotions during the trip, and a follow-up interview expanded on the ESM results.

Through the concept of planned serendipity, this study shows that it has become difficult to distinguish between planned and unplanned behaviour. The constant access to, and search for, information have created a condition for the tourist where their experience is both planned and serendipitous at the same time. Mobile information technologies allow a degree of spontaneity even in structured plans, and vice-versa: even in spontaneous behaviour, there is often a degree of information search and planning carried out on site. Moreover, while previous research suggested that the boundaries between the different stages of travel are becoming blurred, I argue that such phases are still clearly and logically distinguishable, but the information needs and behaviours traditionally associated with pre- and post-trip phases are now concentrated in the on-site phase. It is therefore important to understand tourists' information behaviour during the trip, and possibly identify further micro-phases in the during-trip stage.

**Title:** *Engaging with tourism through Virtual Reality*

**Authors:** Claire Raftery, Danny O'Toole, Michelle Killeen, Joan Condell, Skuli Björn Gunnarsson, and Alan Miller

**Affiliation:** STRATUS

Our view is that connecting with emergent digital tech and changing digital literacies is key to re-energising our towns, villages and communities. We use disruptive VR technologies to enable exploration of the Past, Present and Future, maximising societal benefits from natural and cultural heritage. We are using VR to enhance the visitor experience and to help direct the flows of visitors and inform policy.

We are pushing the limits of VR today with the goal of enabling its potential to be realised in the future. We are developing VR solutions that enhance and integrate exploration of cultural and natural heritage. This brings together real-world media (aerial, 360, 3D and stereoscopic) with virtual world media enabling new perspectives on natural and cultural heritage to enrich onsite experiences and inform digital narratives. We design collaborative heritage VR where multiple users communicate within the same Virtual Environment, mixing onsite and offsite participants and using VR to connect together cultural and natural heritage sites both enhancing experience and managing flows of visitors (Wild Atlantic Way in Ireland). We are using a practice-based approach developing solutions within use cases in doing so we push the limits of VR. Our Narratives connect with history, science and myth, we address climate change and threats to heritage and address how VR can enrich both informal and formal educational scenarios. We make it easy for domain specialists to contribute to VR solutions by developing toolkits as well as encouraging technology transfer and spread as transnational knowledge exchange.

Within STRATUS, which is a NPA project, we develop models and solutions which enable the development of innovative virtual reality solutions in the heritage sector. This builds upon the abundant resources in the region's strengths of cultural and natural heritage. We contribute to expanding the region's horizons by developing workflows and technologies which enable VR innovation to be harnessed expanding the capacity and increasing the sustainability of communities in the region.

# Session 8: Urban tourism development: challenges and possibilities in the wake of Covid-19

Time: Wednesday 22<sup>nd</sup> September 08:00--10:00

*4 presentations*

**Session organisers:** Maria Månsson, Jörgen Eksell, and Michael Johansson

**Affiliation:** Lund University

## **Description**

One of the most important trends in contemporary tourism, until the Covid-19 pandemic, has been an increase in urban tourism, both in absolute and in relative terms. The key issue was overtourism. However, with the pandemic the situation totally changed and urban destinations are now facing issues of undertourism. It is therefore time to rethink and plan for a new future for urban tourism that focus on sustainable and resilient tourism development.

This session therefore welcome abstracts that addresses the dilemmas and challenges that contemporary urban tourism development is facing from a multidisciplinary perspective. The session welcomes social, cultural, economic and environmental aspects on sustainability in urban destinations.

Abstracts are therefore invited for, but not limited to, the following:

- urban sustainable tourism development
- urban planning and management
- alternative approaches to urban tourism
- sustainable urban tourism and climate change
- alternative business solutions in urban context
- urban tourism place conflicts (tourism phobia, anti-tourism)
- conceptualizing the continuum overtourism and undertourism
- visitor management strategies
- tourism and sustainable consumption
- place branding and sustainable urban tourism
- communication strategies for urban tourism development
- valuing urban ecosystem services and tourism
- stakeholder engagement and destination development
- destination resilience

**Title:** Urban ecotourism – a niche geared to alter the tourism regime

**Authors:** Jane Meged and Jesper Holm

**Affiliation:** Roskilde University

So far, niche tourism has largely been shaped in opposition as well as a remedy to mass tourism (Weeden, 2005, Dinis and Krakower, 2016). According to Robinson & Novelli (2005: 9) Ecotourism is a micro niche within a larger environmental macro niche, but the question is, must the principles of sustainability in ecotourism remain a niche endeavour or is it “A way forward to sustainability?” (Novelli & Benson, 2005: Ch 20)

The Danish Innovation Fund Project INUT (Innovation and Development of Urban Ecotourism 2017-21) aspired to transcend the divide between niche and mass tourism as an urgent response to the Anthropocene (Lewis & Maslin 2015, UNWTO 2017). The overall aim of the project was to develop a scalable participatory model for development of sustainable urban eco-tourism. In Nature Park Amager/Copenhagen and National Park Skjoldungernes Land/Roskilde, both parks adjacent to urban centers, the project traced and developed local identities and narratives and identified social, material and ecological resources and needs in the urban nature, in order to elicit the touristic potential of the two areas. Local/regional actors and entrepreneurs from the tourism industry along with researchers, students were brought together to develop a template for sustainable urban eco-tourism and products development. Tourist guides and entrepreneurs were through training and workshops enhanced in their transformational capacity of services to generate a shift in tourist behavior, and at the same time create prototypes of touristic urban eco products.

INUT was designed on the principles of Transition Theory, that is a school of thoughts developed to promote sustainable solutions in a time where the regime needs a shift but is not ready yet. It has been applied to a variety of sectors, such as transportation, agriculture, construction etc. but hitherto very little related directly to the tourism industry. In Transition Theory operate with the terms niche, regime, and landscape. Niches are special (local) domains where ‘non-standard’ solutions, practices and technologies develop. (Smith and Stirling 2010). The regime is the current practices and norm in the industry and the landscape are the overall societal influences and development.

The presentation focuses on the results of the INUT project such as the two prospects for each park, produced by the architects. The 11 new urban ecotours produced by the entrepreneurs, a new curriculum at the Tourist Guide Diploma program and a scalable model of urban ecotourism forged by the researchers. It discusses its` successes and shortcomings in relation the R&D methodology.

**Title:** A mediaspace approach to resilience in tourism regions

**Authors:** Maria Månsson and Jörgen Eksell

**Affiliation:** Lund University

This research explores how the Covid-19 pandemic has reconceptualised the relationship between the urban and rural in tourism regions. Especially, this paper discusses the relationship between media narratives and tourism flows, and the implications for resilience in tourism regions. This paper departs from theories of mediaspace. Media and communication scholars have thus far been largely absent from resilience theorising and research (Houston et al., 2015). Mediaspace explores the interconnectedness of media and space (e.g. Warf & Arias, 2009; Adams & Jansson, 2012).

The data consists of interviews with stakeholders (DMO representatives, managers of nature reserves and tourist attractions) and online news media texts on the region Scania, Sweden. A paradigmatic analysis of narratives that locate common themes or conceptual manifestations was conducted (cf. Polkinghorne 1995).

The analysis shows the intimate relation between resilience in places and media narratives, and how the latter transform both conceptions and practices about resilience in places. Rural places are contrived as places of physical distance and attractive for visitors. These are constructed as sustainable and safe even with large numbers of visitors. While urban places are portrayed as places unsafe to visit. The mediaspace approach to resilience reveals how the constitution of resilience in urban destinations is moulded by the politics of media and communication practices.

**Title:** *Getting a break from tourism? How COVID-19 has impacted resident's attitudes towards tourism in Iceland*

**Author:** Eyrún Jenný Bjarnadóttir

**Affiliation:** Icelandic Tourism Research Centre

In 2019, before COVID-19 pandemic hit, 92% of Icelanders claimed that their community would suffer the consequences if tourists would stop coming. This scenario of a collapse in inbound tourism was unthinkable at the time.

It is recognised that COVID-19 could impact the thoughts and feelings of tourists and permanently change the way people travel. Comparably, the epidemic could affect the resident's attitudes. It is widely recognized that tourism and tourists affect the local community when a place transforms into a destination, but how do such major changes in tourism shape the residents' attitudes?

This paper focuses on the residents' experiences of the tourism industry collapse and the sharp decline in inbound tourism caused by the pandemic. A mixed-method study, consisting of semi-structured interviews and a telephone survey, was conducted in four Icelandic communities that are all major tourism destinations. The results bring forward both commonalities and differences in residents' experiences. For some, the disappearance of tourists, brought on by the pandemic, was initially "a once in a lifetime" brake. However, while residents missed the bustling, vibrant atmosphere, the emotions brought on by unemployment, emigration, closed retail spaces and empty streets were ambiguous. The results reveal that residents look forward to welcoming tourists again to their communities in a post-pandemic world. The case studies bring forward perspectives from residents on what they would like to see happen in the planning and management of tourism when tourists return that could have implications for rebuilding the tourism industry and its future sustainability.

**Title:** *Quality of life in urban destinations: A communicative perspective on sustainable urban tourism development*

**Authors:** Jörgen Eksell and Christian Hohlfeld

**Affiliation:** Lund University

Tourism recovery in the post-Covid-19 era is expected to vary considerably on different destination markets (Ioannides & Gyimóthy, 2020). Pre-pandemically, increasing urbanization and a growing urban tourism sector have put urban destinations' carrying capacities under particular stress. As tourism's benefits and costs are unequally distributed among involved destination stakeholders (Novy & Columb, 2016), urban destinations will again turn into a hotbed for social tensions and conflicts between different stakeholder groups once tourism restarts. In order to be sustainable, tourism development must contribute to the improvement of destination stakeholders' quality of life, which requires stakeholders' participation in tourism development (Uysal et al., 2016). However, urban destinations commonly lack collaborative development processes that balance stakeholders' conflicting interests (Lalicic & Weber-Sabil, 2021). This paper departs from the communicative constitution of organizations (CCO) perspective (Ashcraft et al., 2009; Cooren et al., 2011) and a ritual view of communication (Carey, 2009). The paper discusses how urban tourism development can be advanced by insights from the four flows approach in CCO (McPhee & Zaug, 2000) that posits that organizations are constituted in four intertwined message flows processes: membership negotiation, self-structuring, activity coordination, and institutional positioning. By initiating communicative practices as strategic conversations, dialogical communication, and organizational listening (Macnamara, 2014), a stakeholder-centered communication approach is developed that promotes mutual integration of conflicting stakeholder interests. As such, the flows enhance the quality of life in urban destinations. The paper also discusses the significance of sustainable urban tourism development in the context of the tourism industry's recovery and restart in the post-Covid-19 era.

**Keywords:** Sustainable urban tourism development, urban city destinations, quality of life, CCO perspective, strategic communication.

# Session 9: Celebrating proximity in tourism

Time: Tuesday 21<sup>st</sup> September 13:30-16:00

*6 Presentations*

**Session organisers:** Tarja Salmela, Outi Rantala, Anu Valtonen, and Emily Höckert

**Affiliation:** ILA-research group, University of Lapland

## **Description**

To celebrate proximity is to celebrate the mundane exceptionality of the ordinary. During the COVID-19 pandemic and the times of lockdown(s), we have been less equipped with the mindset of celebration than that of defeat. We have, literally, been forced to stay within our proximate surroundings – some more than others. Tourism mobilities and flows have encountered a dam which is consequently causing a flooding of emotions related to the absence of travel, movement, motion. These are emotions of a wide spectrum dependent of the heterogenous relations to travel. Many tourism scholars have stated how the pandemic offers a possibility to think tourism anew. This also invites a re-consideration of proximity and distance. Could we think tourism anew with proximity, beyond the notions of being “stuck”, bound, limited, restricted? Could there be space for a celebration of proximity in tourism?

As proximity tourism has generally been theorized as an alternative to global mass tourism, emphasizing local destinations, short distances and low-carbon transport modes (e.g. Jeuring & Diaz-Zoria, 2017), its alternative conceptualizations and nuanced theorizations have also begun to emerge in tourism research and practice. These include explorations of the phenomenon of “staycation” as an ultimate form of proximity tourism (e.g. de Bloom, Nawijn, Geurts, Kinnunen, Korpela, 2017), and a suggestion of proximity as a more-than-human process of becoming-with the Earth, emphasizing caring relations (Rantala, Salmela, Valtonen & Höckert, 2020).

In this session, we want to provide an inspirational place for the continuation of the discovery of nuances of proximity. Based on the identification of the current evolving state of tourism research focusing on proximity tourism, we welcome playful, daring and fresh understandings and conceptualizations of proximity within tourism discourse/research/practice. They can be presented both through traditional research papers as well as other forms of presentation, such as visual art, music and storytelling.

The session is hosted by members of ILA-project (2019–2023) – [www.ilarctic.com](http://www.ilarctic.com).

**Title:** *Proximity tourism: A thematic literature review*

**Authors:** Tarja Salmela, Minna Nousiainen, Henna Nevala and Outi Rantala

**Affiliation:** University of Lapland

In this presentation we discuss our recently conducted literature review on proximity tourism. The aim of the review was to build an understanding of the scope and amount of research published on the topic of proximity tourism within the tourism and hospitality literature. In addition to referring to a particular form of tourism that emphasises local destinations, short distances and lower-carbon modes of transportation, proximity tourism builds upon an idea of seeing our proximate, everyday surroundings anew. Despite the currency and relevance of the topic of proximity, the existing literature in tourism and leisure studies on proximity tourism is relevantly scarce. In addition, there is variance in the usage of concepts referring to proximity tourism. With these notions forming the motivation for our study, we conducted a systematic, thematic literature review of international research publications concerning the topic at hand. We identified a considerable potential in this emerging strand of research of proximity tourism to renegotiate tourism, its concepts and future(s). By re-examining the dichotomy between tourist and local; challenging the definition of tourism on the basis of distance as 'nearness' and 'farness' and; envisioning brave new tourism futures, the reviewed research literature of proximity tourism proved to disrupt the very basic concepts of tourism. The existing literature of proximity (in) tourism is thus able to create space for new conceptualisations within tourism studies that make way for the plurality of tourism futures.

**Title:** *'Pandemic proximity': Exploring new domestic encounters in Arctic tourism*

**Authors:** Elsbeth Bembom, Carina Ren, Camilla Brattland, and Randy Bruin

**Affiliation:** Aalborg University, Arctic University of Norway

The unforeseen global outbreak of covid-19 resulted in a radical drop in tourism to Arctic destinations in 2020. While usual international visitors were unable to travel to these Northern regions, some were replaced with a new and different guest in the summer of 2020: the domestic tourist. In this paper, we explore new domestic encounters characterised by what we term as 'pandemic proximity'. Based on interviews and a survey, we provide examples of how tourism entrepreneurs crafted new stories about the Other and the Self as a result of the new guest, hence disrupting but also reiterating notions of exoticism and Otherness.

The study shows how some local tourism entrepreneurs experienced awkwardness or discomfort during encounters. This was not only due to perceived differences, but also seeming similarities between them and the guests. As we discuss, different experiences with colonialism and assimilation, as well as the experience with recent tourism development play a part in how these domestic encounters unfolded.

The research shed new light on friction within domestic tourism as disruptive and productive and suggests how new stories centering on common relationships to nature might serve as a common ground for exploring affinities in host-guest relationships in Greenland and Northern Norway.

**Title:** *Destination familiarity, risk perceptions, and revisit intentions after terror attacks*

**Authors:** Katharina Wolff, Svein Larsen, and Torvald Øgaard

**Affiliation:** University of Bergen, University of Stavanger

Psychological distance describes the individuals perceived remoteness of an event, and encompasses the dimensions of spatial, temporal, and social distance, and hypotheticality (Trope & Liberman, 2010). These dimensions share cognitive similarities, including construal level and effects on prediction, preference, and behavior. For example, are risks that are perceived as proximal or familiar underestimated compared to risks that are perceived as distant or unfamiliar (Zwickle & Wilson, 2013).

This is one reason why terror attacks at tourism destinations may affect tourists who are familiar with the destination differently from tourists who are not. Repeat visitors may be less inclined to avoid an affected destination, simply because they are more familiar with that destination and therefore may perceive it to be less risky.

The present investigation used a hypothetical terror-scenario to measure familiar and unfamiliar tourists' risk perceptions of a destination before- and after a terror attack, as well as their revisit intentions. A total of 731 international tourists to Norway filled in a questionnaire accessing perceived risk, revisit intentions, and familiarity with the destination. Somewhat surprisingly, familiar tourists reported higher risk perceptions for the destination before the terror attack than unfamiliar tourists. Equally surprising, there were no differences in risk perceptions for familiar and unfamiliar tourists after the attack. Findings imply that unfamiliar tourists experience a greater increase in perceived risk following the terror attack. In line with this they also report lower revisit intentions. This lends partial support for the hypothesis that familiar tourists are less effected by terror attacks than unfamiliar tourists. Results also underline the importance of obtaining before- and after measures when it comes to perceived risk after terror attacks.

**Title:** *Sensitive communication with proximate messmates*

**Authors:** Emily Höckert, Outi Rantala, and Gunnar Thór Jóhannesson

**Affiliation:** University of Lapland, University of Iceland

The research at hand experiments with the communication that occurs in the encounters and entanglements between human and more-than-human agencies. It builds on the emerging debates on qualitative methodologies informed by new materialism, which help us recognise how more-than-humans can communicate and participate in producing and sharing knowledge. The main purpose of this paper is to introduce the approach of sensitive communication with human and more-than-human others in tourism settings. The article explores and tests sensitive reading as a way of conducting research on sensitive communication in proximate surroundings by presenting two empirical examples from Iceland and Sweden. The research is driven by curiosity about the different ways of communicating with and about mundane and ordinary places in the context of proximity tourism. The idea of proximity refers here to curious and caring relations toward our proximate surroundings, beings and thoughts. This approach to proximity tourism re-opens ideas of nearness and farness and offers an alternative approach to current quantitative macro-level discussions and inquiries of the Anthropocene.

**Title:** *TOUCHING LANDSCAPE: The agency of proximity in a more than human world*

**Authors:** Tinna Gunnarsdóttir

**Affiliation:** University of Iceland

How can artistic interventions be used as a tool to explore local landscape and enhance relations in a more than human world?

In this research the focus is on aesthetic engagement in landscape as a response against the acute environmental problems of the Anthropocene. Today's wicked problems calls for our immediately response through a variety of approaches, tools, and techniques, from science to art and humanities, and from the individual to the collective. When it comes to sustainability "we do not need mass answers but a mass of answers."

The research explores how aesthetic experiences in landscapes can be stimulated, conceptualized, and understood as an agency of change. In this session on celebrating proximity in tourism a case study will be analyzed where 5 stepping stones were installed in a river in an abandoned fjord on the north coast of Iceland. The diverse proximities of more- than-human relations created throughout the process from designing to installing will be analyzed as well as the agency of the stones once in the river and how they respond to a variety of actants. Following are few sub-questions:

Will we humans become more environmentally responsible if we acknowledge that we are part of nature? How can aesthetic experiences in landscape enhance this interconnectedness? Why is it important today to underpin the concept of the natural world as an interwoven whole?

**Title:** *Proximity as a matter of concern in tourism development*

**Author:** Elva Björg Einarisdóttir

**Affiliation:** University of Iceland

The aim of the paper is to discuss tourism in V-Barð, Iceland, in terms of geosocial connections. Geosociality places emphasis on relationality of more-than-humans and is about “belonging as the world” (Wright, 2015). The concept underlines that humans are geologically produced – of the same material, and the relation to a place entwines this bio-geo-relations (Yusoff, 2013). V-Barð is inconsiderable distance from the capital which is the most populated area in the country and where transportation of goods and people to and from the country takes place. This places V-Barð on the margins and out of reach for the most of tourists that visit the country for a short period of time. The marginal position of V-Barð is however also an asset. Tourists who go to V-Barð are usually visiting Iceland for the second or third time. They are attracted by the ruralness of the place, how it provides feelings of being alone in the world—to be close to nature. Local tourist services emphasize the importance of these qualities of the area for tourism and are keen on preserving them. Different groups or stakeholders do however have diverse approaches to nature and how proximity to it matters. In the paper I describe some of these approaches in terms of geosociality and seek to bring forth proximity as a matter of concern when it comes to tourism development.

# Session 10: Entrepreneurship and Family Business: Dynamics and challenges in the European tourism sector

Time: Wednesday 22<sup>nd</sup> September 10:15-12:00

*4 presentations*

**Session organiser:** Desiderio J. García Almeida

**Affiliation:** University of Las Palmas de Gran Canaria

## **Description**

Description of the session: The uncertainty and sustainability problems of the world directly impact the tourism industry. One of the ways to attempt to cope with that is changing the business models that characterize the tourism sector. An entrepreneurial orientation can help face those challenges by bringing innovation into the market and adapting business practices that address the demands and challenges of tourists and the environment. This entrepreneurial orientation is very positive in the creation of new firms in the destination and in the survival of established firms that are often managed/owned in the framework of families. Thus, innovative activities by entrepreneurs reinforce and increase destination competitiveness by offering new products and changing processes that meet social and tourism needs. The entrepreneurial orientation of family businesses acts in the same way avoiding strategic problems as founders and/or successors can encounter barriers to effectively compete on the market. The pandemic has also contributed to observe the need for adaptation and new business models that this entrepreneurial orientation provides. This session contributes to the discussions of academic trends in entrepreneurship and family business as positive elements of tomorrow's sustainable tourism. In particular, the session will address trends and research gaps from a European tourism perspective. Consequently, authors are invited to submit papers and reflections about analytical aspects of entrepreneurship and family business in the tourism industry, especially concerning innovation and the entrepreneurial orientation of family firms to develop positive sustainable economic and social factors in European destinations.

**Title:** What are the important factors for decision makers in the entry mode strategy on overseas ventures? An exploratory study on internationalization of independent hotel

**Authors:** Ricardo Correia, Jorge Lengler, Mara Franco, and Carmen Freitas

**Affiliation:** University of Madeira

Literature on large multinational enterprises indicates that entry mode decision is influenced by firm-specific and environmental factors. However, the international entrepreneurship literature has recently attributed managers a prominent role in the internationalization decision mainly in small and mid-size family firms. Many studies have addressed how managers perceive factors in small and medium firms (SMEs) can influence international strategies. However, there are still inconclusive results when examining the same factors in the family ownership context. Without neglecting the past entry mode research within its rational and measurable factors of transaction cost economics (TCE) and Agency Theory (AT), this study introduces the stewardship theory (ST) and managers social capability (SC) to address the inconsistencies found in recent studies. Drawing in a mixed-theoretical approach reconciling factors already explored and a new perspective focused on the level of manager's familiness and firm ownership, this study analyses its influence on entry mode choice of Portuguese hotel firms (PHFs) in foreign markets. Since the research focuses on understanding and explaining how PHF's specific characteristics are likely to determine the level of commitment, control and risk perceptions of firm managers, an exploratory approach was adopted. The rational assumption that SMEs choose low resource commitment entry modes due to resource constraints and risk aversion was not verified. This result suggests that the entry mode of family-owned hotels differ from big multinational hotel companies. Several implications can be drawn from the study findings for the corporate sector, pointing to future research in the international entrepreneurship literature.

**Keywords:** Internationalization, Entry mode, Entrepreneurship, Network, Hotels

**Title:** *Business ecosystems of food festivals: What drives exhibitors and vendors at food festivals?*

**Authors:** Grzegorz Kwiatkowski, Anne-Mette Hjalager, Luiza Ossowska, Dorota Janiszewska, and Dariusz Kloskowski

**Affiliation:** Koszalin University of Technology

Celebrating food has become an increasingly visible part of local and regional calendars worldwide. The rise of food festivals represents this trend. Food festivals have gained momentum for various entrepreneurs and producers, including farmers, fishermen, food manufacturers, food accessory producers, chefs, and restaurateurs. Much research is available on the visitors (consumers) at food festivals, but knowledge about the producers/vendors is almost absent. This study aims to bridge this research gap by reviewing and analyzing food producers' entrepreneurial intentions to participate in food festivals and the role and meaning of festival participation in their professional and individual development. The study is inspired by ideas about artisan entrepreneurship. It draws empirically on primary data from 58 in-depth interviews among vendors at three food festivals organized in Poland in the summer of 2020. The results show that food festivals offer creative ways to discover and exploit business opportunities where lifestyle and altruistic values can feasibly coexist with business goals. However, the study also reveals that some food producers/vendors are reluctant to change their product or marketing approaches. In contrast, others want to progress, albeit they face dilemmas of realizing development goals without compromising their production's grassroots nature. This study elaborates on the nature of such challenges and proposes policy recommendations to overcome them.

**Keywords:** food, festivals, producers, vendors, motivation, hospitality, entrepreneurship.

**Title:** *Knowledge-based factors influencing growth of new hospitality firms: An application to Iberian and Nordic entrepreneurs*

**Authors:** Desiderio J. García-Almeida, Gunnar Þór Jóhannesson, and Andreas Humpe

**Affiliation:** University of Las Palmas de Gran Canaria, University of Iceland, Munich University of Applied Sciences

Firm growth is one of the goals of many entrepreneurs in the tourism sector. It is associated with a positive performance and a sign of the potential long-term survival of the firm. Though many factors can exert a significant influence on the growth of new firms in the tourism industry, knowledge-based factors are particularly emphasised in the academic literature as strong drivers of several dimensions of organisational performance. The field of knowledge management outlines several knowledge-based factors that are strategic relevant for new firms. With support from the literature the potential influence of six knowledge-based factors (namely the entrepreneurs' formal education, their knowledge to start a business, their entrepreneurial network knowledge, their knowledge to identify opportunities, along with their firms' product and technological knowledge creation) on growth are discussed and six research hypotheses are set. With regard to the empirical approach, data were extracted from the databases of the Global Entrepreneurship Monitor (GEM project) encompassing a two-year period. 229 new entrepreneurs with new food and beverage firms younger than 42 months from Spain, Portugal and Nordic countries form the final sample. A regression analysis was performed to test the hypotheses of this work. Results show the positive impact of the entrepreneur's higher education and the introduction of process innovation as determinants of the expected growth in those firms. Moreover, new food and beverage firms in Nordic countries tend to show significant lower rates of expected growth than those of Iberian countries, reflecting different trends and growth opportunities in those markets.

**Title:** *Relational food festivals: building space for multidimensional collaboration among food producers*

**Authors:** Dorota Janiszewska, Luiza Ossowska, Grzegorz Kwiatkowski, and Dariusz Kloskowski

**Affiliation:** Koszalin University of Technology

A thriving food festival requires a short food supply chain that creates an opportunity for effective resource mobilization through different networks and partnerships among diverse festival stakeholders. This research aims to deepen our understanding of how food festivals enhance relationship building, which groups of festival stakeholders most often collaborate, and the nature and duration of the relationship created. Theoretically, the study links the network perspective with social capital and entrepreneurship building to shed new light on relationship building in the food festival context. The results clearly show that food festivals are relational platforms where numerous relations occur. However, there is high heterogeneity in revealed relationships that are diverse in terms of their motivation, sequence, intensity, and duration. Furthermore, this study shows participation goals differ not only between stakeholder groups (i.e., between visitors and vendors) but also within groups (among vendors and visitors). The paper concludes with a series of managerial recommendations.

**Keywords:** partnerships, relationship, food festivals, stakeholders, food producers.

# Session 11: *Asian mobilities in the changing Arctic: theory and contexts*

Time: Wednesday 22<sup>nd</sup> September 10:15-12:00

*4 presentations*

**Session organisers:** Young-Sook Lee and Juulia Räikkönen

**Affiliation:** UiT The Arctic University of Norway and University of Turku

## **Description**

With COVID 19 having the biggest impact on tourism sector, this session aims to direct tourism researchers' attention to the growing phenomenon of Asian tourists in Nordic destinations until the advent of the pandemic. Mirroring the trends in global tourism before the pandemic, destinations in the Nordic countries have seen rapid growths of Asian tourists in recent years.

Expected 'reset' of tourism sector in the post-COVID era provides sufficient rationale for our focused attention on Asian mobilities in the Nordic destinations. Before the pandemic, Asian tourist numbers in Nordic destinations were, fast growing, albeit comparatively small in the global context.

Climate change, while being one single biggest threat to the very existence of us - humanity today, has enabled an easier access to the previously inaccessible parts in Nordic destinations. Indeed, the melting Arctic ice has seen the rise of 'last chance tourism' where people travel to witness the vanishing of the earth surface. The fact that tourism is an amalgamation of natural, cultural, economic and political elements is not foreign in the Nordic settings. Such multi-faceted dimensions are even more intensified due to, from many contributing factors, the scales and speed of human interactions and resources usage. In the post-COVID era, the Asian tourists' zeal for melting Arctic is unlikely to diminish.

This session intends to serve as a departing point where researchers meet, share and try to build a critical researcher community, based on the shared passion for better understanding the various possibilities and challenges related to the growing number of Asian tourists in the Nordic destinations. As such, research from various disciplines is warmly invited.

**Title:** *The Northeast Passage – Connecting China and Arctic through Cruise Tourism?*

**Authors:** Minna-Liina Ojala, Juulia Räikkönen, and Tuomas Kiiski

**Affiliation:** University of Turku

The Russian Arctic waters and the Northern Sea Route there have gained relevancy for commercial shipping due to changing ice conditions. At the same time, Chinese cruise and outbound tourism are on the rise. This chapter focuses on analysing the current state of cruise tourism in the Russian Arctic and discussing whether it can meet Chinese cruisers' needs. By combining traffic statistics and information from tour operators' websites, we conclude that the Arctic cruise industry in Russia is currently a niche of the global cruise tourism industry. The current offerings are unlikely to please the majority of Chinese cruisers but suit the more wealthy and adventurous ones. The peripheral and small-scale cruises have potential also in the post-COVID era. With the planned investments and upgrading the fleet, the market and clientele may grow and diversify substantially – thus endangering the sustainable development of the region.

**Title:** *Hosting Chinese Tourists in Iceland: The experiences of the Icelandic tourism industry*

**Author:** Vera Vilhjalmsdottir

**Affiliation:** Icelandic Tourism Research Centre

Iceland saw a substantial increase in the arrivals of Chinese tourists to Iceland in the past decade. According to a departure survey conducted by the Icelandic Tourist Board, tourists from China made up 7% of all international tourists in Iceland in 2019. Chinese tourists thereby became the fourth largest tourist group in Iceland, behind traditional source markets such as the United States, United Kingdom and Germany. However, little is known about how the Icelandic tourism industry responded to and experienced this new group of tourists.

Twelve interviews were taken with thirteen informants with extensive experience in hosting Chinese tourists in Iceland, including tour guides, tour operators and managers of hotels and car rentals during the spring/summer of 2020. The interviews were conducted through the telephone or video calling platforms (e.g. Teams/Skype). The interviewees were asked about their experiences with hosting Chinese tourists, what the main challenges had been and what opportunities lie in hosting this target group in Iceland.

This presentation will focus on the findings of the interviews and highlight what the industry can learn from past experiences moving forward in post-Covid times. The main findings show that in order for the interactions between tourism service providers and Chinese tourists to run smoothly, it is important for service providers to have basic knowledge about the cultural differences between the two nations. For example, food preferences and social structures. Additionally, it is important that Chinese tourists get accurate information about Iceland, e.g. about services provided, pricing, weather conditions and infrastructures.

**Title:** *“When I hear there’s going to be an asian tourist ... ”: the role of asian ethnicity in the planning process of guided tours in svalbard*

**Authors:** Eva Kotašková and Matouš Jelínek

**Affiliation:** Masaryk University

This chapter explores the role of tourists with Asian ethnicities in the process of guided tour planning in Svalbard. The research informing this chapter is based on an ethnography of guided tours and semi-structured interviews with tourist guides. The chapter’s aim is to explore common labels and expectations associated with Asian tourists that are used by tour guides and the role of the former in tour planning. Using a constructivist perspective, Asianness is interpreted as a situational, relational and contextual ethnic category. Tour planning is presented as an analytical process, in which guides create interpretations and assessments of tourists’ abilities drawn upon different sources of information. Expectations and experiences based on the ethnicity of Asian tourists are significant sources of information in the initial phases of tour planning. The significance of ethnicity decreases throughout the planning process. Instead, observations of tourists’ performances become a dominant source of information for guides’ interpretations and assessments.

**Title:** *Chinese Tourism in the Russian Arctic and Far East Implications of a China-Russia Political Partnership*

**Author:** Mariia Kobzeva

**Affiliation:** UiT - The Arctic University of Norway

This chapter presents a study of Chinese tourism to the Russian Arctic and the Far East. Both Russia and the People's Republic of China, PRC have accumulated rich experiences in tourism cooperation in the Russian Far Eastern region. At the same time, China, interested in developing the "Ice Silk Road" (the Arctic branch of the Belt and Road infrastructure initiative), encourages its people to visit the Arctic. The study aimed to examine the influence of the Sino-Russian political partnership format on the development of epistemic communities engaged in tourism in the Russian Arctic and the Far East. First, the chapter analyses the role of Chinese tourism in the studied areas of the two states, as well as the advantages of the current bilateral partnership for cooperation in tourism. Second, the chapter considers three types of Chinese tourist consumption in the Russian Arctic and the Far East. Third, the chapter discusses key challenges for Chinese tourism in the area, and, the response of Sino-Russian epistemic communities. The author shows that epistemic communities' development in the tourism sphere benefited from the bilateral partnership.

## Session 12: *Tourism and other land uses: Coexistence, potential conflicts, or opportunities for symbiotic relationships*

Time: Thursday 23<sup>rd</sup> September 08:00-10:00 & 10:15-11:30

*8 presentations*

**Session organisers:** Edita Tverijonaite and Anna Dóra Sæþórsdóttir

**Affiliation:** University of Iceland

### **Description**

Many human activities require land, and tourism is no exception. Rapidly increasing interest and involvement in tourism activities before the COVID-19 pandemic raised questions regarding sustainable use of land and resources that the tourism industry threatens and at the same time relies on. Moreover, exponentially growing global human population puts additional pressure on land and increases demand for resources needed to sustain the livelihoods. Urbanization is taking over rural areas and transforming open spaces. Solutions needed to deal with the consequences of intensifying human activities, such as energy transition to renewable sources, which is of crucial importance for mitigating climate change, come with additional demand for land. Increasing use of land and resources points to the pressing importance of nature conservation and dedicating land for preserving biodiversity, physical features, ecosystem services and place values in these precarious times. Diversification of land uses and growing stakeholder numbers with divergent preferences add additional challenges to the work of policymakers and planners. Increasing land use competition draws attention to multiple land uses and stresses the importance of employing participatory approaches for inclusion of stakeholders into land use planning processes.

These developments emphasize the need for further research focusing on the compatibility of the various land uses, areas of potential conflicts, and opportunities for collaboration of tourism with other land uses towards sustainable development. Presentations of theoretical, methodological, and empirical papers focusing on the following themes but not limited to them are welcome in this session:

- Compatibility of tourism with other land uses, such as agriculture, energy harnessing, residential areas, and resident's recreational activities
- Conflict management between tourism and other land uses
- Methodological contributions to land use planning, conflicts, and their solutions
- Theoretical contributions to land use planning, conflicts, and their solutions

**Title:** *The tourism industry attitudes towards a proposed Central Highlands National Park*

**Authors:** Anna Dóra Sæþórsdóttir

**Affiliation:** University of Iceland

The Icelandic Central Highlands are a unique area, with extremely vulnerable nature. In the past decades, the Highlands have become an important tourist destination, both for international as well as domestic travellers, and there are concerns that certain areas are under too much pressure from high visitation. In late 2020, the Minister for the Environment and Natural Resources proposed a bill to establish a Central Highlands National Park, which would cover 30% of the country, aiming to protect the Highlands' nature while allowing people to enjoy the area. Since the tourism industry is an important stakeholder in the Highlands, it is important to know its attitude towards the area's utilization, including its attitude towards establishing a national park. This study presents the findings from an online survey among tourism operators. The findings confirm that the Highlands' attraction is mainly its diverse nature, wilderness, peace and quiet and that the area is of high importance for the industry. The opinions on how to best maintain the natural qualities of the Highlands are divergent and the participants do not agree on whether to establish a national park or not. More participants (44%) are negative towards the national park than positive (40%). The reasons for the tourism operators' attitudes often contradict each other. Supporters of the national park believe that it will increase the attraction of the Highlands and that enhanced nature protection will be beneficial. Those who oppose the national park fear rules and regulations as well as limited access to the Highlands.

**Title:** *Public views on nature conservation and access in the Central Highland of Iceland*

**Authors:** Michaël Bishop, Þorvarður Árnason, and Rannveig Ólafsdóttir

**Affiliation:** University of Iceland

Despite being in a remote, uninhabited setting, the Central Highland of Iceland has been the subject of substantial land-use conflicts. Over the past decades, hydropower and tourism development fueled passionate public debates and led to a grassroots campaign for the establishment of a national park in the Central Highland, consistently credited by a strong level of support. This study aims to provide a broader understanding of the public expectations, concerns, attitudes and opinions to nature conservation in the Central Highland, while shedding light on important tourism management issues, such as whether visitor numbers should be limited and whether roads in the area should be upbuilt. Participatory approaches were adopted to fulfill this aim, using an online quantitative nation-wide survey and a parallel open survey sent out to members of all environmental and recreational organizations in Iceland. The results reveal that the ability of the proposed national park to manage tourism is seen as one of its main advantages, while the primary source of concerns relates to restrictions on recreational uses, funding and governance issues. Complementary findings from the open survey clearly suggest that road development is strongly opposed by members of environmental and recreational groups, calling for further consultation on the matter of access development. Overall, this study highlights the critical importance and sensitivity of access related matters when it comes to land-use planning in Central Highland, especially for tourism and recreational stakeholders.

**Title:** *The being and becoming of Danish national and nature parks: A land use perspective*

**Authors:** Janne Liburd, Kristof Tomej, and Birthe Menke

**Affiliation:** University of Southern Denmark

National parks in Denmark have only been introduced after the turn of the millennium. The contemporary political and economic realities thus shaped a distinct land ownership structure, where the parks do not own or govern land. Nature parks, which are enabled through a certification scheme of the Danish Outdoor Council since 2013, face a similar situation. Guided by an inductive approach, we visited four national parks and seven nature parks, where we engaged in situ with park employees and diverse stakeholders in April – May 2021 to explore histories, interdependencies and complexities of tourism and sustainability. In addition, workshops in each of these parks contribute to the overarching project aim of facilitating dialogue about socio-cultural values to initiate transformations for sustainable tourism development in Danish national and nature parks.

The designation of a park offers ground for identifying latent values of a continuous landscape owned by multiple individuals and entities. Initially, the park landowners' differing interests may complicate the development of this potential. Deliberating values generated by tourists and tourism, however, helps (re-)discover local natural and other resources as "valuable". Working with these and other mutually shared values over time helps cultivate trust, which is necessary for leveraging the multiple landowners' and users' interpretations for developing alternate uses of the park area for its sustainable development. This process is driven by dynamic stakeholder alliances, which form upon interdependencies between the various land uses, business interests, personal wellbeing and shared values, whether as a result of crises or other urgencies.

**Title:** *Governance orientations of touristic wilderness*

**Author:** Aapo Lunden

**Affiliation:** Oulu University

This contribution aims to provide a theoretical perspective regarding the governance of touristic wilderness and sustainable tourism. The proposal makes two claims: firstly, to get a hold on the slippery subjects of sustainability and governance of tourism, related to touristic wilderness, the premises of the “symbiotic” relationship between tourism and conservation need to be critically re-evaluated in the age of Anthropocene. Secondly, the presentation calls to put more emphasis on institutional perspectives and the role of institutions in nature-based tourism due to the hybrid nature of State agencies, their de-facto land ownership, and their multiple roles and logics related to touristic land use in protected areas.

The presentation provides a theoretical categorization of governance orientations of touristic wilderness based on an analysis of Finnish protected area and tourism governance in the past two decades. By the categorization of “platform wilderness,” “service wilderness,” and “detached wilderness,” the presentation aims to touch traditional wilderness use dilemmas related to spatial imaginations, their use, and sustainability. Finally, through different governance orientations, the presentation aims to expand the discussion over the institutionalised envision of symbiotic tourism-conservation relationship (may they be mutual, commensal, or parasitic) and sustainable tourism claims based on “sustainability through negation” (through contrast with other sectors, e.g., mining and logging). By combining these perspectives, the presentation aims to bring together challenges related to touristic land use, wilderness use, and complex institutional logics and traditions of standard conceptualisations of sustainable tourism in the public sector.

**Title:** *Public participation - an interdisciplinary tool to engage 'Glocal' communities for sustainable futures?*

**Authors:** Rannveig Ólafsdóttir

**Affiliation:** University of Iceland

In the past decades tourism has been seen as an important industry in the Arctic and sub-Arctic regions, and this importance is likely to increase post Covid-19. Tourism has had a positive effect on many Arctic communities through diversification of economic activities and creation of new workplaces. Tourism impacts are, however, well known to exceed the ecological and social carrying capacity of many areas across the region, affecting residents' livelihoods and triggering land use conflicts. Land use conflicts are the result of different views and perceptions about landscapes and their services. Involving the local communities in land use planning and decision-making is thus crucial. Local participation is likewise fundamental in determining sustainable tourism. This study seeks to find solutions to strengthen public participation in land use planning. Its specific aims are to identify conflict potential with regard to different land uses by evaluating residents' perceptions in two municipalities in the Icelandic Westfjords towards tourism development, climate change and other factors that affect their communities' livelihoods. A map-based online survey powered by Maptionnaire (PPGIS) was sent out to all residents in the two municipalities. The results will be introduced at the conference. This study is a part of a larger international project called *ArcticHub*, which focuses on strengthening the sustainability and resilience of communities in the Arctic by identifying and quantifying current environmental, socioeconomic, cultural and political salient impacts of various industrial activities, and by assessing how predicted changes in activity (new or increased activity, fewer local and more global actors) resulting from adaptive responses to climate change will affect these impacts.

**Title:** *Short-term vacation rentals in Sweden and Greece. Tourism vs housing in diverse housing, financial and tourist regimes.*

**Author:** Myrto Dagkouli-Kyriakoglou

**Affiliation:** Malmö University

Short-term rentals (STRs), with Airbnb as the poster-child, constitute a disruptive financial activity that rose during the latest financial crisis in Greece and Sweden by commodifying housing. However, the two countries constitute two cases with many differences regarding housing regimes, financial status as well as the economic dependence on tourism. Accordingly, STRs as tourist accommodations are spread and impact housing in different ways, challenging the work of policymakers and planners.

Tourism through STRs is structuring the new housing scene and urban futures while a new crisis (COVID-19 induced) is unfolding and piling up to the previous ones (financial crisis of 1990s and 2008), challenging further the sustainable use of land and resources by taking over and transforming houses through platform-mediated STRs. This piece of work based on interviews with amateur hosts in Greece and Sweden during 2020 is seeking to address the growing or persistent conflicts between housing and 'not-for-housing housing' (Doling & Ronald, 2019) as well as to raise a discussion about tourism compatible with the land-use needs in the two contexts. The new crisis related to the COVID-19 pandemic could act as a portal to a sustainable tourism and housing.

**Title:** *Coexistence of wind farms and tourism in Iceland: addressing the conflict from the tourism industry perspective*

**Authors:** Margrét Wendt and Anna Dóra Sæþórsdóttir

**Affiliation:** University of Iceland

Renewable energy plays an important role in mitigating climate change. The interest in harnessing wind energy keeps increasing globally, particularly since wind power generation costs have decreased. Iceland is among the countries interested in taking its first steps towards harnessing wind energy. However, Iceland's natural areas are not only important for renewable energy harnessing, they are also the main attraction for tourists. Studies have shown that visual impacts of wind turbines are among the main reasons for public opposition to their installation, since they affect how the landscape is perceived and experienced. Therefore, it is foreseeable that the construction of wind farms in Iceland will create land-use conflicts between the energy sector and the tourism industry. This study sheds light on what impacts five proposed wind farms would have on the tourism industry and what the tourism industry considers as the key factors that need to be taken into account when choosing a suitable location for wind farms. The study is based on 47 semi-structured interviews with representatives from tourism companies. The findings reveal that the tourism industry considers the impacts of wind turbines to be generally negative, since they decrease the natural quality and thus the attraction of areas in which they are placed. In addition, the participants find that wind farms are least suitable in areas which are characterised by a high number of tourists, many tourist attractions and unspoiled nature, where the need for more energy is low and where the visibility of the wind turbines would be high.

**Title:** The interrelationships of renewable energy infrastructure and tourism: Findings of a systematic literature review

**Authors:** Edita Tverijonaite, Anna Dóra Sæþórsdóttir, and Rannveig Ólafsdóttir

**Affiliation:** University of Iceland

Increasing renewable energy developments point to the need for investigating how renewable energy infrastructure (REI) affects tourism. This systematic literature review aims to map the present knowledge on the interrelationships of REI and tourism and to identify research gaps in the field. Online databases Scopus and Web of Science were used for the search of relevant academic articles, which were selected based on predefined selection criteria and analysed. The findings of the review revealed that the topic receives increasing attention. The highest proportion of the reviewed studies investigate the attitudes, perceptions, and behaviour of tourism stakeholders, followed by economic valuation studies and landscape/environmental/land use planning studies. The reviewed articles point to the heterogeneity of the tourism stakeholder attitudes towards REI, and consequently to a wide range of positive and negative impacts on tourist experience, recreational opportunities, and tourism demand. REI and tourism not only rely on the same natural resources, but also on each other: tourism creates more demand for energy and needs REI for reducing its CO<sub>2</sub> emissions, while power production from renewable sources in remote areas supports tourism development and thereby benefits local communities. High reliance on tourism has been shown to affect the economic benefits of REI in the area. In line with these wide-ranging results, impacts on tourism are used as a political argument both for and against REI construction. Further research on the factors affecting the character and severity of the impacts of REI on tourism is needed to facilitate sustainable REI and tourism development.

# Session 14: The importance of slow food and what it means for gastro tourism and slow travels

Time: Thursday 23<sup>rd</sup> September 13:00-15:00

*2 presentations*

**Session organisers:** Anna Karlsdóttir, Dominique Plédel Jónsson, Hilde Bergebakken, Viola Capriola, Minna Junttila, Eirikur Jákupsson, Philip Linander, Sunniva Mortensen, Pal Drønen, and Jannie Vestergaard

**Affiliation:** The network of Slow Food in the Nordic Countries

## **Description**

The network of Slow Food in the Nordic Countries has grown and it has become stronger thanks to the many activities in your countries and to Terra Madre Nordic. At core is the perspective of economic, environmental and social sustainability. One of the sub-groups of the network is Slow Food Travel and rural development group. This visionary cooperation enabled by numerous volunteers aims to support biodiversity and local food cultures, hence locally engaged development. Slow travel is fuelled by the wish to reorient to another kind of tourism than that which has emerged with boosterism and economic growth as its main goal. It addresses issues like how can travels be a learning experience and how do we approach the authentic experience in slow travel. The objective of the session is that we want to discuss what gastro, culinary or slow food travel entails and how it can strengthen the sustainability priority in tourism development for Nordic countries and regions.

Eating delicious food adds to the quality of life and is often a large part of the travel experience. Knowing that how you choose what and where to eat during your travels, as well as in daily life, encourages a feeling of community and enhances your own wellbeing. To what extent contributes slow-food tourism to responsible production, procession and consumption of food? To what extent does it support responsible travelling (e.g. conscious/ mindful travelling)? To what extent can it strengthen social aspects of tourism (e.g. facilitating interaction and engagement of community actors, on the one side, and authentic experiences of tourists, on the other)? What are the economic benefits of such a mutual engagement?

We invite presentations that relate to development connected to Cittàslow or slow food at its core, or for discussions on what does slow food tourism mean in different Nordic contexts. We are interested in exploring how the “good, clean and fair food” philosophy can be applied to travel. We embrace participation of diverse groups; from researchers, travel entrepreneurs to activists.

**Title:** *Potatoes: food tourism and beyond*

**Authors:** Andrea Giampiccoli, Erasmus Mzobanzi Mnguni, Anna Dłużewska, and Oliver Mtapuri

**Affiliation:** Durban University of Technology, Maria Curie Skłodowska University, University of KwaZulu-Natal

Food tourism includes various activities and possible attractions linked to food. Potatoes can also be linked to tourism or food tourism as testified by special Victorian Potato Industry Tours organized in Melbourne, Australia; Rural Community Tourism in the Potato Park – with daily departure tours around Cusco, Peru; various culinary events dedicated to potatoes in Slovenia and many others. This paper will contribute knowledge on tourism, and specifically food tourism, by ‘opening’/enhancing a new niche of research based on a specific food/ingredients, which seems up to now, to have touched only a very few specific foods (or drinks) and associated ingredients – the case of grape/wine is an exemplar. However, many other specific foods/ingredients could be singularly researched to determine their role in tourism. As such, this paper examines the role of a ‘humble tuber,’ the Potato, in food tourism and tourism in general. This is desktop research based on extant literature comprising publicly available organizational and institutional documents, information, and data, including from museums worldwide. The aim is to collect knowledge from various disciplines linking the Potato to tourism. This rich historicity of the Potato will be explored by tracing its footprints in variegated traditions encompassing migration, nutrition, culinary, ‘potato as a crop,’ and tourism. As such, the article will collect information about the Potato, its history, social history, gastronomy, and tourism/food tourism.

**Title:** *Ways to map the scope of slow travel slow food supply and spatial variations in the Nordic countries.*

**Author:** Anna Karlsdóttir

**Affiliation:** Nordregio, University of Iceland

In last decade, the attention on culinary tourism has increased worldwide, involving promotion of local products and traceability combined with culinary assets and wide range of bringing gourmet prepared foods to the visitor. The Nordic countries are also part of this persistent trend. Various from soil to fork movements have emerged, i.e. Terra Madre and Slow food movements. Local foods interest among consumers has also increased manifesting in various new networks between producer and consumer ranging from initiatives like farm shops, food markets and food communities, i.e. REKO with local food markets co-organised by microenterprises and farmers in Scandinavia, or Beint frá bónda initiative in Iceland. One of the sub-groups of the network of slow food is the Nordic Slow Food Travel and rural development group. It contains numerous volunteers aiming to support biodiversity and local food cultures, hence locally engaged development. Slow travel is fuelled by the wish to reorient to another kind of tourism than that which has emerged with boosterism and economic growth as its main goal. It addresses issues like how can travels be a learning experience and how do we approach the authentic experience in slow travel. Much has been studied and examined around this topic, not least in relation to the New Nordic food paradigm and its potentials to spur gastro tourism. The scope of the gastro tourism which could fall under slow tourism or slow food has less overview. In this paper we will discuss ways of mapping the scope of slow food-slow tourism, including whether it is feasible to use greenmap to gain a structural overview of the phenomena of slow food supply in the Nordic countries.

# Session 15: Overtourism: Challenges and possibilities in precarious times

Time: Thursday 23<sup>rd</sup> September 10:15-11:30

*3 presentations*

**Session organisers:** Gustaf Onn, Saeid Abbasian and Per Strömberg

**Affiliation:** Södertörn University, University of South-Eastern Norway

## **Description**

As the theme of this year's Symposium states, the industry of tourism is facing increasing wariness with respect to unsustainable behaviour. At the same time globalisation and increasing consolidation of tourism industries, due to competitive pressure, begs questions of among other things sustenance, which together tend to create asymmetries in negotiating power, where host communities' representatives tend to accept bids from large multinational operators, while the local population not necessarily approves of increased tourist visitation. There are debates within destinations whether overtourism is at hand or not, and it is not uncommon that views of those benefitting from tourism differ from the views of those who do not. Overtourism has become a somewhat pejorative concept, implying destination development as something negative. It is however not necessarily the case that the issue should be reducing the amount of visitation, but better management of visitation may solve the downsides experienced. Planning procedures and legislation may need scrutinization to clarify how to manage increasing visitation. Despite increase in the number of recent research on overtourism the issue is still under-researched. As a result, there is still need for more research on what constitutes the thresholds of overtourism, and how tourism can be planned and managed to avoid problems. Issues like; what are, who benefits and who carries the costs are likely to be future key factors when planning for tourist arrivals in destinations approaching their carrying capacity.

This session welcomes presentations of both conceptual and empirical nature that address issues related to overtourism. Topics may be found within but not limited to the following themes:

- Conceptual issues of overtourism
- Definitions and indicators of overtourism
- Destination experience of overtourism
- Stakeholder groupings with respect to overtourism
- Tourism planning and visitor stream management issues related to overtourism

**Title:** *Overtourism in rural areas –consequences of pandemic staycationing*

**Author:** Gustaf Onn

**Affiliation:** Södertörn university

In the wake of covid-19 many Swedes chose stay-cationing as a substitute for foreign travel, due to travel restrictions and risks related to the pandemic during summer 2020. In many ways, this relieved some of the economic pressures on parts of the otherwise hard hit tourism industry in Sweden, as e.g. the archipelago and many other rural areas have peak season during the summer, and the virus spread diminished during summer due to among other things more outdoor activities, making it less risky to choose outdoor attractions. This has, however, lead to some cases of rather unanticipated over-tourism, as in some cases, infrastructure such as road size is not calibrated for the level of demand, and e.g. a sunny day the road to Gålö was jammed, so that a trip usually taking 15 minutes by car took 3 ½ hours, and as a result of people exploring outdoors to a larger extent due to the pandemic, the carrying capacity of many nature reserves and some national parks has been reported to be threatened. As vaccination programmes are being executed there is reason to believe that some going back to normal may be expected, but there is reason not to discard the increased pressure on nature-based attractions as increased knowledge of domestic visitor attractions may be assumed to render increased demand. Under the adage 'build back better' I intend to investigate the degree of overtourism experienced in archipelago settings of Stockholm County, through interviews with residents and nature preservations oriented NGOs.

**Title:** *Moving masses: Increasing mobility as a means to tourism development*

**Authors:** Donna Sundbo and Ane Dolward

**Affiliation:** University College Absalon

Before the corona epidemic, some urban destinations experienced overtourism or perceived negative impacts, which are likely to repeat if tourism reverses back to pre-epidemic levels (Goodwin 2017, Amore et al. 2020). Inversely, some rural areas aim for developing tourism (McAreavey & McDonagh 2011, Petrović et al. 2018). Some urban and rural destinations have attempted in collaboration to increase mobility (Sheller & Urry 2004, Cohen et al. 2014) and develop rural tourism by influencing urban tourists' behavior and increasing interest in visiting rural destinations.

The aim of increasing mobility between urban and rural destinations is studied in this multiple-case study building on five European cases, which have been more or less successful in attracting tourists from a city to an adjacent rural area. Each case study consists of interviews with key tourism actors and desk research including strategies and initiatives. In three cases, they were also studied through on-site observations and participant observation.

This study shows that mobility is a complex concept involving several elements, e.g. providing the right information influencing the tourists' choice, and providing the right transportation. It consists of three aspects. First, accessibility which is the physical aspect concerned with transport and logistics. Secondly, assistance which is the cognitive aspect concerned with provision of information and technical assistance. Lastly, appeal is the emotional aspect concerned with the perceived attractiveness of a destination and the concomitant willingness of urban visitors to travel to rural areas. All three aspects must be satisfied and mutually supportive in order to facilitate mobility.

**Title:** *Airbnb guests' pro-environmental behaviour*

**Authors:** Olga Gjerald and Jinghua Xie

**Affiliation:** University of Stavanger

Despite the significant amount of literature on tourists' pro-environmental behaviour (PEB), there is no study to systematically investigate the PEB of Airbnb guests. Understanding Airbnb guests' PEB is important to improve the host communities' resilience and mitigate the negative impacts associated with Airbnb growth. This study examines the determinants to Airbnb guests' PEB focusing on guests' knowledge of and concern about the environment. A binary logit model was applied using the survey data collected from Norwegian university students. The results support the hypothesis that Airbnb guests' environmental knowledge and concern are important in influencing their PEB. The study further tested if Airbnb guests behave differently when they are in or close to their home and when they travel. The findings show that respondents' behaviour does not seem to differ significantly. The study results enhance understanding of the Airbnb's impact on host communities and highlight the need to design PEB strategies specifically targeting Airbnb guests for successful destination governance and improved community resilience.

# Session 16. Sustainable behaviour in tourism and hospitality

Time: Tuesday 21<sup>st</sup> September 13:30-16:00

*6 Presentations*

**Session organisers:** Sarah Seidel and Femke Vrenegoor

**Affiliation:** Academy of International Hospitality Research

## **Description**

Tourism's future greatly depends on its capacity to meet a growing demand without increasing its environmental footprint or its pressure on communities at the destination (UNWTO and UNDP, 2017). The Sustainable Development Goals were established as a new global sustainable development agenda for 2030. Many of these 17 SDGs can be related to tourism and hospitality; such as sustainable consumption (goal 12), climate change (goal 13) or reduced inequalities (goal 10). In addition, nudging behaviour in hospitality and tourism can also be used to get people to consume less water (goal 6), to lower food waste (goal 2) and so on. CSR (interpreted as value creation on people, planet and profit) therefore can be connected to all UNSDGs. In particular, there are hopes to redevelop international tourism into sustainable tourism after the Covid-19 crisis (Chang, McAleer & Ramos, 2020)

The question therefore arises how to influence the behaviour of actors in the tourism supply chain (providers and consumers) to practise more sustainable behaviour and, consequently, make organisational/individual sustainability values more salient (Abrahamse, & Steg, 2013; De Groot & Steg, 2008) and to reach the UNSDGs.

This session is geared towards sharing research on influencing actors in the tourism supply chain by connecting to their values, as to practise more sustainable behaviour. Which opportunities are there to reach a sustainable mobile future?

Examples of possible topics:

- Nudging sustainable behaviour in fragile Nordic natural areas.
- Influencing sustainable travel decision making behaviour.
- Choosing small scale local products during travel.
- Avoiding waste in the tourism or hospitality supply chain.

**Key words:** Sustainable behaviour, conflicting interests, climate change, organisational/individual behaviour.

**Title:** *Responsibility Beyond the Board Room – A Systematic Review of Responsible Leadership: Operationalisations, Antecedents and Outcomes*

**Authors:** Sylvelin Foldøy, Trude Furunes, Åse Helene Bakkevig Dagsland, and Anne Iren Haver

**Affiliation:** University of Stavanger

Conceptualisations of responsible leadership are closely knit to stakeholder theory, and the discussion of the responsibility of businesses in society. For more than two decades, researchers have aimed to measure responsible leadership. This has resulted in several operationalisations and parallel streams of research, making it difficult to carve out the core: What is a responsible leader and who are they responsible for?

We systematically reviewed 28 studies measuring responsible leadership in private sector businesses. A qualitative content analysis was conducted to identify the core aspects across survey instruments, as well as synthesizing the evidence, mapping antecedents and outcomes of responsible leadership.

Our findings suggest four core aspects of responsible leadership. The empirical evidence indicates positive relationships between responsible leadership and employees' responsible conduct (e.g. pro-environmental behaviour, organisational citizenship behaviour for the environment (OCBE)), as well as organisational outcomes (e.g. environmental, social and financial performance). However, responsible leadership's influence on external stakeholders (e.g. customers, suppliers in the supply chain, and local governments) remain largely unexplored and represents an opportunity for research.

In addition to providing a systematically account of the evidence and point out research gaps, our analysis provides a basis for a critical discussion and reflection on the role of nature as a stakeholder. Generalisability across industries and implications for tourism and hospitality businesses are discussed. Avenues for future research are outlined.

**Keywords:** Responsible leadership, systematic literature review, pro-environmental behaviour, triple bottom line performance

**Title:** *How is COVID-19 reshaping responsible tourism behaviour? The necessity for change towards sustainability*

**Authors:** Sarah Eichelbergera and Birgit Pikkemaata

**Affiliation:** University of Innsbruck

The COVID-19 pandemic not only causes short-term tourist cancellations, but is also assumed to have long-term effects on tourist behaviour. Recent studies identify safety-seeking motivations, extremity aversion or the threat of COVID-19 infection as determinants of tourist decision-making and consumption choices. In addition, the potential for behavioural change towards more responsible behaviour is highlighted. Responsible tourist behaviour emphasizes the contribution tourists can make to minimize negative tourism impacts through for instance sustainable holiday choices and behaving in a sustainable way during their stay at a destination. Thus, responsible tourism behaviour entails actions which benefit sustainable tourism. Although recent studies highlight the COVID-19 pandemic as a trigger for responsible tourism behaviour, the Gen Z has not yet been studied in this regard, even though their potential for responsible tourist behaviour is considered immense.

Therefore, this study focuses on understanding the responsible behaviour of Gen Z tourists through a qualitative research design. The particularities of the COVID-19 pandemic necessitate qualitative studies that help in understanding the intentions of the studied individuals in depth. Hence, 3 focus groups with members of the Gen Z in order to learn about their responsible behaviour as well as their intentions towards responsible tourism were conducted. The findings reveal the determinants of tourists' decision-making as well as their considerations to spend their holidays responsibly. This study thus provides information for theory and practice. First, this study contributes to a better understanding of tourists' responsible behaviour. Secondly, recommendations for practice can be derived that show how tourists' preferences change.

**Title:** *Scientific tourism as a tool for more sustainable Arctic tourism: insights from the SCITOUR project*

**Author:** Alix Varnajot

**Affiliation:** University of Lapland

There is something about the Arctic in tourism. In collective imaginaries, Arctic tourism seems to relate to products and experiences engaging with snow and ice in a pristine wilderness, overlooking the seasonal dynamic of the Arctic, as well as its myriad of cultures, landscapes and climates. Arctic tourism practices and experiences are grounded in non-fully representative imaginaries that are forged by outsiders, and for outsiders. In addition, the process of Arctification has been reinforcing these biased representations of the Arctic, particularly in northern Europe. In the context of climate change and shrinking cryosphere, it is therefore critical to reconsider the Arctic outside of winter-based imaginaries.

In this context, scientific tourism appears to be an innovative tool to mitigate these negative Arctification effects in tourism. It is believed that learning experiences in tourism could participate in making Arctic tourism more sustainable, responsible and ethical, as it creates awareness and educates people about Arctic place-specific issues, outside of romanticized imaginaries made by outsiders. By learning about the reality of the Arctic, scientific tourism can have positive implications on tourists' representations of the Arctic region. The concept of 'ambassadorship' has often been raised as a positive outcome in Polar travels, although its actual effects have often been questioned. It is therefore argued that scientific tourism can promote more sustainable behaviors, as well as pro-environmental and ethical values among participants, not just immediately after their trip, but also in the longer-term. Thus, scientific tourism can play a greater role in turning tourists into long-term ambassadors, contrary to other tourism products such as cruises.

In collaboration with tourism actors of the European Arctic, the SCITOUR project aims to develop and market scientific tourism products that offer tourists a transformative and learning experience. This will benefit tourists who will get the opportunity to enhance their knowledge about the reality of the Arctic, as well as to engage in more sustainable behaviors on a long-term perspective. The aim of this presentation is thus to introduce the SCITOUR project initiative and to show how scientific tourism can have positive implications on tourists' sustainable behaviors through learning tourism experiences and products.

**Title:** *Travel Intermediaries and Sustainable Tourism*

**Authors:** Jarmo Ritalahti,

**Affiliation:** Haaga-Helia University of Applied Sciences, Sheffield Hallam University

This research examines travel intermediaries understanding of sustainable tourism and, how they are embedding this into their practices. Tour operators can play an important role in changing tourist behaviours and, encouraging more sustainable forms of tourism as they have the potential to influence the sustainable development of tourism through the way they market, promote, sell and form relationship with suppliers. Three online surveys were conducted in Finland in spring 2018, autumn 2019 and spring 2021. The samples of the surveys were collected among the customers of the members of Association of Finnish Travel Industry (SMAL). The sizes of the two first samples were 187 and 241. The third survey is at the moment unpublished. The first survey focused on the purchasing behaviour of Finnish customers and the second and third on their behaviours as tourists at destinations. The results of two first surveys show that customers of Finnish travel intermediaries are aware of sustainability and their responsibilities as tourists.

The survey on the purchasing behaviour identifies that generational differences have an impact on sustainability. Younger women with families do not find sustainability very important when choosing the destination and hotel whilst members of older generations found it more important. The survey of tourism behaviour declares clearly that Finnish tourists are interested in sustainability and responsibility when on holidays. Their main interests are in local people's human rights and equality, respect of local nature, culture, waste management, and recycling. Two third of the respondents choose a travel package that indicates both sustainability and responsibility in the tourism value chain. It is clear from the findings that both sustainability and responsibility are important to Finnish tourists. However, travel intermediaries in Finland are not clearly demonstrating their actions in developing and promoting more sustainable forms of tourism in the supply chain.

**Title:** *On Being a Sustainable Tourist: Environmentally Motivated Consumption Reduction through the Lens of an Extended Theory of Planned Behaviour*

**Authors:** Shiva Ghorban Nejad, Heidi Skeiseid, and Lukasz Derdowski

**Affiliation:** University of Stavanger

A common concern for researchers who try to explain the causes to why, or why not, tourists strive to behave in environmentally sustainable manners, is the often-found inconsistency between what people say (to express their attitudes, norms, and values) and what they, in reality, do (to translate words into actions). This inconsistency is commonly known as the attitude-behaviour, or intention-behaviour gap. To resolve such a discrepancy, it has been suggested that instead of scrutinizing the effects of behaviour-specific attitudes on a specific behaviour, researchers and practitioners should alternatively focus on more general environmental attitudes. Yet, available evidence in this strand of research offers either non-significant behavioural effects, or results that have been inconsistent. Moreover, it has been recognized that researchers may benefit from acknowledging the boundary conditions of their explanatory models, of which the inclusion of moderator effects is one possible path.

This study applies the Theory of Planned Behaviour (TPB) as a baseline model for explaining consumers' intentions to Environmentally Motivated Consumption Reduction (EMCR). We suggest that the basic hypotheses of the TPB are moderated by two personality traits – the need for evaluation, and self-referencing. Hence, we argue that these personality traits moderate the effects of attitudes, subjective norms, and perceived behavioural control on consumers' intentions to EMCR. The data come from a cross-sectional sample of 226 Norwegian consumers who completed a web-based survey. For the analysis we utilized a multiple regression approach. Theoretical and practical implications are discussed, especially for the advancement of sustainable tourists' behaviour.

**Keywords:** Environmentally Motivated Consumption Reduction, Theory of Planned Behaviour, Need for Evaluation, Self-Referencing, Sustainable Tourism, Sustainable Consumption

**Title:** *Last chance tourism, bucket list tourism and sustainable tourist behaviour: evidence from visitors to Greenland*

**Authors:** Elizabeth Cooper

**Affiliation:** Copenhagen Business School

Greenland as a tourism destination offers numerous features which can be seen as contradictory in the context of tourist behaviour. Existing market research suggests that tourists see Greenland as both a 'last chance' and a 'bucket list' tourism destination, and that most tourists to Greenland are highly educated and place high importance on sustainable travel.

Although there are currently very few empirical studies exploring the effect of last chance tourism motivations and bucket list tourism motivations on sustainable tourist behaviour, it has been argued that bucket list motivations are primarily ego-centric, while last chance motivations are more altruistic. If ego-centric motivations have a negative effect on sustainable tourist behaviour, and altruistic motivations have a positive effect on sustainable tourist behaviour, there is a potential tension apparent among the attitudes of tourists to Greenland.

This study uses survey research among previous tourists to Greenland to investigate the extent to which they are motivated by 'last chance' and 'bucket list' motivations, and the effect of these motivations on their in-destination behaviours. The aim is to draw conclusions about the relationship between last chance motivations, bucket list motivations and sustainable tourist behaviour. At this stage, preliminary survey results will be presented.

On an academic level, this study deepens and complexifies understandings of last chance and bucket list tourism, and how they relate to each other. On an industry level, results can be used by practitioners in polar and remote destinations to inform their efforts towards encouraging more sustainable tourist behaviour.

**Title:** *Saline food as a sustainable tourism experience in the North Sea Region*

**Authors:** Katarzyna Negacz, Suzanne Veen, and Pier Vellinga

**Affiliation:** Vrije Universiteit Amsterdam

Growing salt-tolerant plants and halophytes is an important component in climate change adaptation and plays a key role in the areas where soil became salinized. Saline agriculture has long been a question of great interest for food security and food sustainability. Recent developments in saline agriculture in the North Sea region have heightened the need for exploring how saline food can contribute to sustainable tourism experiences. While multiple studies explore levels of salt tolerance of plants, there is an urgent need to analyse strategies for developing saline food as a sustainable tourism experience.

This paper analyses the potential of saline food for a culinary experience and assesses the most effective strategies for sustainable tourism experiences in the North Sea region. This study is of exploratory and interpretative in nature. First, it describes characteristics of saline food-based literature and expert interviews. Second, we apply a qualitative case study approach to investigate strategies for developing saline food as a sustainable tourism experience by building on culinary heritage, slow food trends, and willingness to pay. Third, we evaluate the advantages and disadvantages of analyzed strategies and formulate recommendations for experience providers.

The preliminary results show that there are various definitions of saline food. A comparison of case studies from selected countries reveals diversified levels of historic cultural heritage, the influence of slow food trends, and willingness to pay which determines the most effective strategies for developing saline food as a sustainable tourism experience.

# Session 17: Options and Needs for Wilderness Tourism

Time: Wednesday 22<sup>nd</sup> September 08:00--10:00

*5 presentations*

**Session organisers:** Antje Neumann and Þorvarður Árnason

**Affiliation:** The University of Akureyri, Hornafjordur Research Centre, The University of Iceland

## **Description**

Polar regions with vast wilderness areas and unique species of wildlife are well-known tourism destinations. Under the impact of the COVID-19 pandemic, where traditional touristic markets such as big cities around the world, Asian Pacific resorts or South American cultural heritage centres become closed and increasingly vague, the Antarctic and the Arctic might be seen as relatively stable and experience a soon revival of visitation. Under such a scenario, an already diminishing wilderness in these regions will be exposed to increased and diversified human pressures. Based on this background, this session seeks to discuss wilderness values and management tools in the light of recent and planned tourism studies, primarily but not exclusively in the Arctic. Topics may be found within but not limited to the following themes: (1) wilderness mapping in Iceland and its potential applications for tourism purposes; (2) the economic and other values of a designation of the Icelandic Central Highlands as a National Park; (3) the important, and so far less-considered role of solitude of wilderness in the context of management and protection; (4) possibilities for tradable visitation permits for encountering pristine landscapes and Antarctic wildlife; and (5) tourism regulations and management instruments in the Arctic wilderness.

**Title:** *Seeking Comfort in Boglands*

**Authors:** Jana Raadik Cottrell and Kaire Toomingas

**Affiliation:** Centre for Blue Economy, Tallinn University of Technology

Bogs are part of Estonian cultural history. Although bogs offered refuge during wars and pandemics in the ancient past, boglands were also considered wastelands, homes of mystical creatures, dangerous and threatening, lonely places deprived of natural beauty, as portrayed in Estonian folktales and classical literature. During the 19th and 20th century people fought against bogs, slowly, but strenuously dredging, to transform into something economically useful. The past 50 years exhibited another wave of “bog war”; this time for protection, to reestablish the ecological and cultural value of bogs. Recent years and especially Covid-19 pandemic have brought Estonians back to bogs in increased numbers, seeking physical and mental comfort in solitude. Trips to boglands are fashionable and often the experience of solitude is more imaginary than real. How can we protect our desire to experience the silence and solitude found in boglands? Are bogs threatened through this newly found love? Interviews with scientists, nature lovers and tour operators reveal conflicting opinions and ideas how to move forward. Are re-purposed residual boglands a solution for a fleeting love affair in fame to protect a true wilderness?

**Title:** *Post-pandemic nature tourism in wilderness areas and new tools for visitor monitoring*

**Authors:** Elina Hutton and Seija Tuulentie

**Affiliation:** University of Lapland, Luonnonvarakeskus

Northern Finnish Käsivarsi wilderness area is an important recreation destination for visitors and locals. Visitor numbers in the area grew at the start of the pandemic in summer 2020. Overnights in the village as well as in the reservation huts in the wilderness area broke previous records and the trend seems similar for summer 2021.

We have studied the usability of public social media data, web-shared GIS and online PPGIS surveys for visitor monitoring in remote protected recreational areas. The study was made as a part of Interreg Nord funded Halti project consisting of popular recreational sites of Käsivarsi Wilderness Area, Malla Strict Nature reserve and Kilpisjärvi village in Finland and Reisa National Park and Kåfjorddalen in Norway.

In 2019-2020, we conducted visitor survey, social media, and web-share GIS data collection and PPGIS survey in the region. The results confirm what similar studies have previously indicated. We concluded that the new tools can provide researchers and land management with additional information which traditional surveys lack.

Rapid changes, such as the sudden and unpredicted increase of wilderness tourism during summer 2020 can be monitored with counters. In addition, we suggest, that social media data and online PPGIS could offer up-to-date and relatively inexpensive monitoring solutions for protected recreational land management.

**Keywords:** outdoor recreation, public participation geographic information system, protected areas, social media, visitor management, visitor monitoring, visitor survey

**Title:** *Framing tourism in Antarctica: An analysis of the growth of Antarctic tourism and the debate regarding its regulation*

**Authors:** Michael Cacciapaglia, Machiel Lamers, and Bas Amelung

**Affiliation:** Wageningen University & Research

Antarctica has become an increasingly popular tourism destination in recent decades. Pre-pandemic exponential growth in visitor numbers is likely to resume relatively soon. Tourists are drawn to experience Antarctica's intrinsic values, such as wildlife and wilderness. However, the presence of visitors in such numbers may threaten those same values. Over the years some Antarctic decision-makers have raised concerns about tourism and its impacts. However, consensus has not emerged on the framing of tourism and its growth as problematic for the Antarctic at either the level of formal governance or across the range of stakeholders. Nor has consensus on the need to place limits on tourism volumes ever been articulated by these same actors. Perhaps as a consequence, binding regulatory solutions for managing tourism have yet to materialize in Antarctic governance. This paper presents a comprehensive review of these challenges. First, it traces how Antarctic tourism has grown and diversified up to the present. Then, it tracks how the discourse regarding tourism in Antarctica has developed over time, particularly since the establishment of the 1992 Environmental Protocol. Historical and ongoing debates over restricting the growth of Antarctic tourism are assessed, as are the policy options previously put forth to do so. Finally, the opportunities created by such challenges are discussed along with the relevancy of this analysis for the introduction of novel policy measures.

**Title:** *Nationwide Wilderness Mapping in Iceland: Implications for Tourism*

**Authors:** David Ostman, Ole Neumann, and Þorvarður Árnason

**Affiliation:** Hornafjörður Research Center, University of Iceland

This paper outlines a working methodology of wilderness mapping in Iceland based on certain impacts from manmade structures, originally conducted for the Central Highland and then most recently applied to the rest of the country. The mapping model involves six impact criteria and a scoring system that is designed to function as a flexible framework for evaluating current and future anthropogenic influences. Previous tourism research in Iceland has shown that different types of manmade structures yield different impacts on perceived wilderness, and our mapping approach aims to embrace this ethos. It has also been well-documented that the predominant motivation for tourists visiting Iceland has been the country's diverse, natural landscapes that are free from intrusive anthropogenic features. Therefore it is crucial to identify these proto-wilderness areas, not only out of respect for the intrinsic value of allowing natural processes to evolve independently, but to encourage more specialized and amicable forms of nature-based tourism in Iceland that minimize potential conflicts with wilderness conservation efforts. It will also be important to consider other nuanced mapping approaches such as continuum or hybrid methods in future mapping iterations as part of an ongoing deliberation to better understand the wilderness concept in the Icelandic context and how it can be most responsibly applied to support sustainable tourism.

**Title:** *Arctic wilderness tools compared: The regulation and management of tourism in three Arctic case studies*

**Author:** Antje Neumann

**Affiliation:** University of Akureyri

Wilderness protection in the Arctic is predominantly subject to domestic regulation and management of the individual Arctic states. Thus, legal provisions and management tools may differ from country to country. Tourism regulations, on the other hand, may not only vary from state to state but also from region to region, depending on tourism pattern, geographic settings, socio-cultural conditions and other factors. Despite these differences, and based on a primary legally defined research approach, certain comparable 'stressors' with potentially significant impacts on wilderness can be identified. They encompass parameters, such as the number of tourists, sites of visitation, diversity of tourism activities and the establishment of permanent and/or semi-permanent tourism related infrastructure. The comparison of wilderness protection regulation and management tools in three Arctic case studies –the Hammastunturi Wilderness Reserve (Finland), the Archipelago of Svalbard (Norway) and the Denali National Park and Preserve (Alaska, United States) -in relation to these 'stressors' comes up with numerous general and specific measures. These tools might be similarly inspirational for the protection of wilderness values in newly established or planned tourism destinations in the Arctic as well as in areas, where tourism will resume after the Covid-19 pandemic. They may also stimulate, at least this is the hope of the author, a reconsideration of tourism strategies and policies towards the recognition of wilderness values.

# Session 18: Tourism Education Methodologies for Inclusion and Emancipation in Precarious Times

Time: Wednesday 22<sup>nd</sup> September 13:30-14:45

*4 presentations*

**Session organisers:** Jessica Aquino and Laufey Haraldsdóttir

**Affiliation:** Hólar University

## **Description**

Before the covid-19 pandemic many students in western-based educational settings were already struggling to understand philosophical concepts taught in the traditional lecture style classrooms and how these concepts connect to real world practice. The Covid-19 pandemic's impact on student learning further underlined that there is a great advantage for students to learn together with others. Especially in learning environments where the teacher acts as a facilitator to help explore the space between the knowing and not knowing. Creation of these spaces within the classroom (face-to-face or virtually) encourages students to come to a shared understanding of concepts and have a stronger impact on human development. Boluk and Carnicelli (2019, p. 174) argue that, "Collaboration and co-learning is about finding solutions together by creating new knowledge that will challenge dominant discourse, ideologies, and practices." These, in particular, are the skills needed by tourism managers for the development of sustainable management plans. Furthermore, tourism managers work with diverse stakeholder groups who may have aims that are, at times, on opposite ends. Therefore, interdisciplinary training that includes preparation in understanding the myriad of world views is critical to understanding the diversity of stakeholder groups and issues in sustainability. The aim of this session is to discuss potential impacts that educational methodologies such as placed-based education, critical pedagogy, nature pedagogy, experiential learning, arts-based methodologies, reflective methodologies, and etc. may have on tourism education for inclusion and emancipation. Specifically, we invite research papers, case studies, and learning experiments from both online and in-person learning environments that discuss teaching philosophies that consider tourism education for its democratic, ethical, and liberating potential; and how tourism educators are seeing opportunities in applying new teaching methodologies across the tourism curriculum.

**Title:** *The Interdisciplinarity of Tourism Education as an Opportunity for Emancipation.*

**Authors:** Deisi Trindade Maricato and Jessica Aquino

**Affiliation:** Hólar University

This presentation will discuss a proposal for a teaching experiment that will be conducted over a one-day workshop in the fall 2021 semester master's course held at Hólar University. The purpose of the teaching experiment is to develop and test teaching methodologies that uses a reflective process to help build student's awareness and education as a form of social transformation. It is acknowledged that mass tourism is unsustainable and overtourism negatively impacts communities and environmental sustainability. Thus, we seek to better understand and develop teaching methodologies that utilizes a reflective process to help students prepare for the challenges they face developing a more sustainable and ethical tourism future. Based on the Freirean Pedagogy—which acknowledges education as the main democratic tool for building awareness about reality and its emancipatory power—we argue that tourism curriculum should be based on a critical and reflective approach that promotes the socio-transformative power of tourism. For example, by training professionals who are more aware of their role as social subjects and capable of transforming their realities and their communities. Our research uses Critical Theory and the Freirean Pedagogical Theory as an approach to answer the following question: “What teaching methods can we use to better develop tourism studies curriculum that builds student autonomy, emancipation, and critical thinking?” The data collected during the teaching experiment will be used to develop teaching methods that help students cultivate a deeper understanding of different perspectives of concepts used in engagement and empowerment in community tourism development.

**Title:** *Responsibility in tourism higher education: online teaching, student centered learning and university pedagogy in precarious times*

**Author:** Laufey Haraldsdóttir

**Affiliation:** Hólar University

University teaching and learning exists more and more online worldwide, either in blended learning environment or by distance learning with or without short on-campus sessions. Although this creates more equitable opportunities for learners, however teachers are left behind lacking necessary knowledge and skills for effective and inclusive online teaching. The ongoing covid-19 pandemic has magnified this situation to the maximum as almost every university in the world has had to go online with their study programs and academic teachers have been forced to adapt to online teaching.

This study has three objectives: First, it aims to gather information and knowledge through literature review of on online teaching and learning—with focus on tourism related higher education. Secondly, it aims to gain an understanding of teachers and learners lived experiences of online education and what really works for an effective and inclusive teaching and learning environment. And thirdly, it aims to conduct a teaching experiment by the author, in two different student groups in fall 2021. Empirical data will be obtained through interviews with university teachers and learners and with an ethnographic study within the authors own online courses. This will include observations, reflection of my own teaching methods along with a dialog with the student groups. The presentation will reveal preliminary data from the study.

**Title:** *Benefits of knowledge triangles in tourism and hospitality education*

**Authors:** Eva Holmberg, Jarmo Ritalahti, and Kaarina Tervo-Kankare

**Affiliation:** Haaga-Helia University of Applied Sciences, University of Oulu

During the last decades, governments throughout the world have emphasised that universities need to intensify their co-operation with industry. This co-operation is referred to as the knowledge triangle when both university students and lecturers participate in co-operation projects with an industry organisation. The SUCSESS project, funded by EU's Erasmus+ capacity building programme, aims to strengthen the knowledge triangle at 3 universities in South Africa. The project is mainly targeting programs in tourism, hospitality and service management. To understand the differences between the existing practices between European countries (Finland and UK) and South Africa, a GAP report was prepared in the beginning of the project. The findings presented in this paper focus on the results of Finland.

The aim of this study is to gain an understanding of benefits of the collaboration between the actors of a knowledge triangle. Data was collected by a student survey, interviews with university lecturers and industry representatives. The results show that collaboration increases students' employability, higher expectations to find an ideal job and decreases the stress to look for a job after graduation. For companies involved in knowledge triangles, students offer innovation capacity with their fresh ideas, creativity and a possibility for employer branding. From lecturers' perspective industry collaboration gives options for knowledge transfer including up-to-date industry content in courses as well as relationship building opportunities for research, development and innovation (RDI) activities.

**Title:** *Teaching Wildlife Tourism Management: A Case Study of an Exploratory Course*

**Authors:** Jessica Aquino

**Affiliation:** Hólar University

This presentation describes a learning experiment undertaken with students at the University of Lapland during an elective wildlife tourism management course. This exploratory course focused on blending theories used in place-based education and nature pedagogy to help students better grasp and explore their philosophical understanding of culture, nature, and wildlife and how these affect management actions. The research used arts-based methodologies as a tool to document and facilitate individual and group reflection. Diagrams of Practice was used as a form of arts-based methodology to help visually see student's reflection of their learning. Furthermore, experiential learning was used as a way to explore how managers can help to create sustainable places to live, work, and visit through the co-creation of more ethical management practices that benefits local communities, incorporates a sense of place, and protects the ecosphere. The main outcomes of the course were to inspire further learning about environmental philosophy outside of the classroom and to help students push the boundaries of their own philosophical understanding of culture, nature, and wildlife.

# Session 19: Sustainable tourism in rural landscapes of the Anthropocene

Time: Thursday 23<sup>rd</sup> September 08:00-10:00

*5 presentations*

**Session organisers:** Solène Prince and Marianna Strzelecka

**Affiliation:** European Tourism Research institute, Mid-Sweden University, Linnaeus University

## **Description**

Rural landscapes are central to the rural tourism experience as they display the idyllic charm of the countryside and its traditions, with their nature relatively unspoiled by the rapid developments of modernity. In light of the Anthropocene, rural spaces around the world are facing new realities, which poses a challenge to current perceptions of rural tourism experiences and development strategies. For instance, rural spaces have become sites for the mass development of renewable energy installations and for the extraction of data from scientists studying global planetary changes. In some cases, they have become sites of climate denial in light of local desires to retain specific livelihoods, and in other cases sites of ecological grief when cherished physical attributes of the landscape have disappeared because of human actions. The Anthropocene is a period of response to planetary change. As humanity deals both psychologically and proactively with the effects of tourism mobilities and climate change, a host of new practices, relations and emotions will unfold and give places new and complex meanings. How are human interventions in the Anthropocene reconfiguring rural landscapes and the activities they once afforded their local populations? How will rural tourism evolve in the Anthropocene as landscapes undergo physical change? How can tourism remain a sustainable alternative for rural development in this context of rapid change? We welcome presentations that make a conceptual or empirical contribution to our understanding of the intersection between rural landscapes and livelihoods, sustainable tourism and planetary changes in the Anthropocene. In this session, we are interested in presentations exploring sustainable rural tourism futures and/or the challenges and possibilities behind feelings of place attachment, eco-grief and anxiety in rural destinations. We also welcome presentations that critically engage with questions surrounding responsible rural mobilities and/or new forms of rural commodification in the Anthropocene.

**Title:** *Public participation GIS in sustainable tourism planning; experiences from Sweden and Finland*

**Authors:** Beatrice Waleghwa, Tobias Heldt and Vierikko Kati

**Affiliation:** Dalarna University, Mid-Sweden University

The purpose of this paper is to discuss challenges and opportunities in using Public participation GIS (PPGIS) in planning at a tourism destination located in a rural context. The past decades' development in technology has opened the possibility for using digital tools such as PPGIS. PPGIS is the use of Geographic Information Systems (GIS) to broaden public engagement in planning and management practices. PPGIS usage in various planning contexts is well documented, however more research is needed on PPGIS usability for planning at tourism destinations located in remote areas of developed countries. This paper uses two case areas with similar characteristics, Sälenfjällen, Sweden, and Kymenlaakso, Finland to contrast and compare the PPGIS use in addressing mobility challenges, respectively. Both Sälenfjällen and Kymenlaakso share a key feature for being prominent tourist destinations located in remote areas that experience mobility challenges. For the destinations to develop sustainably, the mobility issues ought to be addressed for instance through planning conducted to ensure the development of tourism that includes wider societal, economic, and environmental goals. In both studies, the PPGIS method was implemented through surveys shared to visitors where the aim was to collect their perceptions on transport and mobility challenges that could inform destination management and planning. Findings from the studies indicate that the PPGIS adds to the planning process by improving the collection of spatially explicit data. However, there are still challenges in areas like data collection, sampling, and quality of the data gathered from the public and its implementation in planning. The study adds to a growing literature exploring the use of PPGIS in the field of tourism and recreation and is to our knowledge among the first to use it in a comparative tourism-transport context in the Nordic peripheries.

**Keywords:** Sustainable tourism development, tourism planning, Nordic peripheries, PPGIS, Sweden, Finland

**Title:** *A Picture Is Worth A Thousand Hashtags: Exploring Digital Footprints to Track the Behavioural Patterns of Rural Rivers Visitors in the Anthropocene*

**Authors:** Arash Akhshik, Marianna Strzelecka, Joanna Tusznió, and Małgorzata Grodzińska-Jurczak

**Affiliation:** Jagiellonian University

The climatic changes and their immediate impact on hydrological regimes primarily affect communities living adjacent to rivers as well as nature-lovers consuming these ever-increasing popular sites for various leisure activities such as fishing, birdwatching, swimming, etc. particularly in rural areas. Besides, the disturbed natural habitats are reportedly changing peoples' perceptual and emotional bonds with nature, therefore, to evade the extemporization in climate action and to cultivate these unmarred emotions fabricated by the Anthropocene, our study will shed light into how many, what, where and with whom people engage in activities nearby rural rivers and which emotions accompany those experiences. Unveiling the patterns of behaviours proximate to the river and emotions they generate, provides unprecedented insight into the better management of these areas.

To proceed, electronic traces such as social media (e.g. Instagram) are used as imperative spatial-temporal insight that provide the data for the study. The massive volume of big datasets demands an application of methodological tool such as machine learning (ML) techniques to train, test and categorize the data. We perform the analysis for the European Union Riverscapes.

Social media geotagged photos provide unprecedented insight to better manage the rural river sites. The findings will ease the conceptualization of values, emotions and leisure practices in proximity to rivers in the Anthropocene.

**Title:** Traces of sled dog presence and movement in tourist landscapes

**Author:** Mikko Äijälä

**Affiliation:** University of Lapland

In theorisations on tourist landscapes the phenomenon has mainly been seen as an interrelation of tourism places, people, practices, and mediators. The active role of humans, such as tourists and tourism workers, in doing landscapes is highlighted. The lively presence of animals in tourist landscapes can be culturally, politically and economically significant but their presence is often overlooked or only partially acknowledged amidst a wider blindness to the agencies of nature. I mainly refer to Ingold's notion of meshwork—distinctive from network—which captures the living complexity of landscapes to consider them as intersecting flows of agency in which humans and non-humans carry on along the lines of their relationship.

Appreciating the living complexity of the landscapes requires to turn attention to issues of embodiment, performance, skill and affect as relational forces and competencies. I capture and evoke the traces of the relationality through mobile video ethnography with action camera as a part of fieldwork conducted in a sled dog kennel in Finnish Lapland. My approach seeks to understand the kennel and related activities as mutually constituted, and to appreciate how the dogs co-construct patterns of the lived (rural) landscape through their agencies. The labour that sled dogs do in the routes, practices and performances of mushing activities highlight how movement and mobility of animals creates and alters the specific landscape—tourism nexus. I endeavour here to provide a description of the richness and significance of the small and everyday practices through which sled dog presences fold into local landscape.

**Title:** *Exploring the relationship between wind farms and people-place bonds in rural Sweden-narratives from Åby-Alebo Wind Park in Mönsterås.*

**Authors:** Yvonne Laura Goudriaan, Marianna Strzeleckaa, and Solene Prince

**Affiliation:** Linnaeus University

A transition to renewable energy (RE) systems is necessary to ensure humanity's sustainable future. While decarbonizing economies through energy transitions towards RET is a demanding endeavor, it has become a controversial topic. The increasing RE infrastructure development significantly alters rural landscapes. There are also concerns over the changing rural landscape because employing RETs impacts the aesthetics and perceived naturalness of landscapes, reducing the attractiveness of such landscape for tourism and recreation. The physical elements and aesthetic properties of landscapes are integral to the visitor experience as they provoke emotions and shape people's interactions with and their experiences in those landscapes.

The expansion of renewable energy technologies (RETs) reshapes people's bonds with the place in rural areas. Introducing RE infrastructures in rural landscapes raises concerns about the transformation of people's bonds with rural places. In this presentation, we explore these concerns by looking into people-place bonds in Mönsterås, Sweden, where Åby-Alebo Wind Park is located. The presentation is based on the study of two local groups; landowners and recreationists. We report on (i) how place attachment evolves along with the development of RE; (ii) how residents bond with places transformed by RE infrastructure; and (iii) the relational nature of people-place bonds by examining the social, practical, and temporal dimensions of place attachment.

**Title:** *Tensions in the landscapes of the Anthropocene: Presentation of the project 'Wind power establishment and experience values in natural areas'*

**Authors:** Solène Prince and Tatiana Chekalina

**Affiliation:** ETOUR, Mid-Sweden University

Wind power is increasingly common in rural areas. The development of wind power plants in rural areas can cause tensions amongst different interest groups. On one side, their development helps fulfill goals of sustainability by offering renewable energy. Their development can generate economic growth. On the other side, the presence of wind mills in rural landscapes compromises images of natural areas as peaceful and untouched. In the north of Sweden, the planned development of wind power is particularly controversial. We present the project 'Wind power establishment and experience values in natural areas', financed by Sweden's energy authority and carried out at the European Tourism Research Institute, Mid-Sweden University. The aim of the project is to enhance research methods and strategies for transparent and balanced decision-making in the development of wind power. We focus on the juncture between wind power development, outdoor recreation, tourism and the preservation of cultural environments. The research team will explore people's attitudes towards the impact of wind power on the landscape and the attractiveness of natural areas in different case study areas. Our research includes stakeholder workshops, in-depth qualitative interviews and surveying as we seek to base our conclusions in collaboration with local and regional stakeholders, the tourism industry and the wind power industry. The project will be in its early stage in autumn 2021, but it plans to deliver an assessment tool for experience values and decision-making strategies for wind power development. In this session, we seek to network with researchers working on similar topics.

# Session 20: Towards smarter and more sustainable coastal tourism

Time: Thursday 23<sup>rd</sup> September 10:15-11:30

*3 presentations*

**Session organisers:** Arja Lemmetyinen, Anu Lähteenmäki-Uutela, Darko Dimitrovski, Teemu Haukioja and Tuomas Pohjola

**Affiliation:** University of Turku, University of Kragujevac

## Description

In the era of increasing global sustainability challenges, smart actions are called for to promote sustainable blue tourism (coastal, maritime and other water-related tourism). Sensitive water areas are at the forefront of facing the global challenges related to sustainability and the growth of tourism. Any maritime or land-based activity deteriorating the environment can negatively affect tourism. Moreover, in the context of the Covid-19 pandemic and heading to the post-pandemic era, the sustainability debate could be a vital instrument to enhance the competitiveness of coastal tourism.

The wide-ranging digital revolution has led to the emergence of the concept of smart destinations in which knowledge and information are accessible to all stakeholders, facilitating them to carry out continuous innovation of activities and co-creation of tourism experiences. Along with the rapid expansion of disruptive technologies and the wide use of ICT, another main driving force of smart tourism is appropriate governance that promotes sustainable development, the triple-bottom-line and conservation as central strategic aims. Furthermore, regional smart specialisation (S3) strategies often encourage the deployment of sustainable blue tourism as a means to advance socially, environmentally and economically balanced regional development. Cruise tourism is a topical example of blue tourism where smart solutions, sustainability challenges, and regional development effects are at focus. Within the ecosystem of actors, all suppliers and intermediaries, the public sector, as well as consumers and various interested parties are networked and dynamically co-produce value for everybody interconnected.

In the call for this special session we welcome not only academic papers but also case or project presentations representing different disciplines (business-managerial, socio-psychological, macroeconomic, political/governance, future studies to name few) in order to get a wide insight on the actors and action required to get into the trail towards smarter and more sustainable blue tourism.

**Title:** *Smarter experiences for coastal forest destinations with big data?*

**Authors:** Tuomas Pohjola and Anu Lähteenmäki-Uutela

**Affiliation:** University of Turku, SYKE

Various types of data can be used to enhance customer experiences. Social big data and rich customer data are often discussed in this context and applied in innovation processes yet other types of (open) data, such as public databases offering monitoring data on ecosystem services, are left with less attention in experiences building. The potential for information-intensive smart services in tourism and data-enriched experience design is constantly increasing yet, the potential of open environmental data and public APIs in creating immersive contextual experience contents is often ignored. The paper draws on conceptualisations of forest related big data innovation and smart technology usage in enhancing the experience-scape of nature destinations. By reviewing appropriate literature, the paper aims to identify the key dimensions of smart coastal forest experiences and how big data could assist in enriching such experiences. The conceptualisations may be complemented with expert interviews and illustrative smart case descriptions if considered necessary.

**Title:** *Digitalization of coastal nature experiences within a collaborative innovation network: Regional ecosystem branding approach of DigiNature Satakunta project in the west coast of Finland*

**Authors:** Tuomas Pohjola, Darko Dimitrovski, Tanja Lepistö, and Arja Lemmetyinen

**Affiliation:** University of Turku, University of Kragujevac

Covid-19 pandemic has initiated increased attention to digitalizing the visitors' experiences to enhance accessibility of destinations and the co-creative potential on new technologies. In the situation when there is no recognizable regional nature experience brand (such as the case with Satakunta, Finland), its micro brands focused on the specific attractions and experiences should use the benefits of more cooperative ecosystem branding strategy utilising digitalization and platforms to co-create more innovative and meaningful brand experiences. The research aims to examine the dynamics of nature and culture experience-based collaborative innovation ecosystem by depicting the regional network actors' (public and private companies and community representatives) collaborative efforts to co-create meaningful and innovative experiences stimulated with modern technology in the context of Satakunta's regional umbrella brand. Following a network logic, the actors' mutual ties were examined using dynamic network analysis that acknowledges the importance of spatial and temporal attributes and their particularities, focusing primarily on the strength of the digitalized nature experiences as a critical factor in the ecosystem dynamics.

An ecosystem approach focuses on the dynamic and collaborative value-adding relationships by investigating the resources and knowledge shared by the diverse stakeholders of the Diginature project ([www.digiluonto.fi/about-diginature-project](http://www.digiluonto.fi/about-diginature-project)) that contribute towards the regional ecosystem branding. The Diginature project was identified as a stimulus for creating a collaborative regional innovation network, using its scientific and practical outputs as the most significant network inputs. Three vital phases of the network dynamics will be examined, firstly, the layer of pre-project network existence, secondly project induced ecosystem collaboration, and finally, post-project network capacity to capture the future perspective of ecosystem evolution.

**Title:** *Mapping recreational activities in coastal and marine areas – PPGIS findings from western Sweden*

**Authors:** Andreas Skriver Hansen, Vider Glette, and Javier Falla Arce

**Affiliation:** University of Gothenburg, Ramboll Sweden, Gothenburg Region

The presentation reports on a study with a focus on mapping coastal-marine recreation in the Gothenburg region, Sweden. In Sweden, outdoor recreation is considered an important land and water use activity why the topic has become an important planning topic, including in Gothenburg region where there is a focus on clarifying and structuring coastal recreation and related nature tourism activities. Recent work has, however, revealed a lack of documentation of outdoor recreation in the region's coastal zone. The situation presented a problem as an important prerequisite for planning, and thereby ensuring quality recreational content in the coastal zone, is knowledge about it. The study was formed in response to the situation, using a Public Participation GIS (PPGIS) method approach to collect relevant geographic data that can be used for mapping and overview purposes, while also engaging local stakeholders through use of new technology based on citizen science principles.

The most significant output of the study was spatial information about and, as a result, a basic knowledge base on coastal-marine outdoor recreation and related nature tourism activities in the region. For the first time, it is possible to see the connection between the various recreational activities and the geographical context where they take place. Furthermore, the work not only shows the presence, but also indications of volumes of coastal-based recreation in the region. Summed up, the results confirm outdoor recreation as a significant land and water use category that deserves more attention and priority in future planning processes in the region.

# Session 21: Migrant workers in tourism: seeking clarity, accepting complexity

Time: Thursday 23<sup>rd</sup> September 13:00-15:00

*3 presentations*

**Session organisers:** Anu Harju-Myllyaho, Mari Vähäkuopus, Gunnar Thór Jóhannesson, Íris Hrund Halldórsdóttir, and Andreas Walmsley

**Affiliation:** Tourism Workforce research group/ Lapland University of Applied Sciences, University of Iceland, Icelandic Tourism Research Centre

## Description

Tourism, commonly regarded as a low skill, low wage sector with informal recruitment practices, reliant on the secondary labour market, has perhaps unsurprisingly therefore attracted high levels of migrant workers (Baum, 2012). However, the nature of migrant employment in tourism is extremely diverse, a diversity masked by simplistic and stereotypical views of migrant work in the sector (e.g. Underthun and Jordhus-Lier, 2018, Walmsley et al., 2020). Looking at migrant employment in tourism in a Nordic context is unique due to its geographical location but more importantly institutional arrangements and societal structures.

This workshop aims to outline the features of migrant employment in tourism, before developing a range of implications for research and practice. The covered themes include how migrant employment manifests itself (e.g. the types of migrant workers in tourism in Nordic countries, their characteristics, motivations and how are they integrated (or not). We also propose to review the impact of Covid-19 specifically on the migrant tourism workforce, a hitherto largely neglected aspect of the pandemic. The participants in the workshop will develop a range of themes that would be suitable from a research perspective, as well as issues that could appeal to policy makers and managers in tourism firms. These are, for instance:

- managing diverse work force / talent / workers with different cultural backgrounds and training;
- tourism as a means of economic and social integration of migrants
- specific educational requirements for migrant workers
- reforming human resource practices regarding employee experience: attracting and retaining qualified workers
- the implications of Covid-19 on migrant workers

The session will offer both traditional papers as well as an interactive session to explore collaborative opportunities, discuss theoretical frameworks and a draft outline summary working paper of key insights, which can then be shared with the wider academic community and which may serve as the basis for a special edition

**Title:** *Mapping migrant workers in tourism in Iceland*

**Authors:** Iris Hrund Halldorsdottir and Magnfríður Júlíusdóttir

**Affiliation:** Icelandic Tourism Research Centre, University of Iceland

The tourism boom in Iceland, between 2011 and 2018, led to a multiplication of jobs in tourism in a short time. Many of these new jobs was impossible to fill without the help of international migrants. The share of foreign citizens working in the tourism industry more than doubled in a relatively short period of time, reaching a third of tourism employees in 2019. The focus of the paper is on the diversity of these migrant workers in tourism, by analysing trends in demographic characteristics and geographic origin, as well as their regional and sub-sectoral distribution in Iceland before 2020. This mapping is based on findings from the study "Terms and conditions of foreign employees in Icelandic tourism" (Júlíusdóttir & Halldórsdóttir, 2020; Halldórsdóttir & Júlíusdóttir, 2020). Following the steep downturn in tourism around the world due to the COVID-19 pandemic, the situation of tourism workers changed drastically in 2020. This raises questions on how foreign nationals working in tourism in Iceland fared. Available data for 2020 will be used to extend some of the tourism boom analysis of diversity among migrant workers to the tourism lockdown period. Is it possible to see if some groups left and others stayed? What gaps are there in available statistics on migrant workers in tourism, hindering analysis of diversity and trends among this group of important employees in the industry?

**Title:** *Islands of workplaces or wider social intergration? Migrant workers in tourism in the Icelandic tourism boom*

**Authors:** Magnfríður Júlíusdóttir and Íris Hrund Halldórsdóttir

**Affiliation:** University of Iceland, Icelandic Tourism Research Centre

In the context of growing neoliberalism at the end of the 20th century and open market of the EU/EEA, the Nordic model of industrial relations and public social safety net has been under pressure. In the paper the focus is on if and how the increased numbers of international migrant workers in the expanding tourism sector in Iceland, between the bank crash crisis of 2008 and covid crisis of 2020, were included in this Nordic model and local communities. The analyses are mainly based on interviews with representatives of labour unions and migrant workers in tourism, in 2018 and 2019, as well as responses of the social partners, government institutions and tourism industry actors to increased presence of migrant workers. Among main findings of our study (Júlíusdóttir & Halldórsdóttir, 2020; Halldórsdóttir & Júlíusdóttir, 2020) is that despite indications of precarious situation of migrant workers in tourism the Icelandic labour movement has managed to defend many aspects of the Nordic model of industrial relations. The union representatives direct the strongest critique at the government for lack of enforcement of existing laws, leaving the labour movement with main responsibility for both labour inspections and provision of social welfare service to migrant workers in distress. Apart from government institutions, both municipalities and tourism industry actors need to do more to preventing cases of abuse and social marginalisation of heterogeneous migrant tourism workers.

**Title:** *The role of language in engaging migrant workers with Lapland*

**Authors:** Sini Kestilä, Minna Väyrynen, and Salla Jutila

**Affiliation:** Lapland University of Applied Sciences, University of Lapland

Lapland of opportunity is a project aiming to employ immigrants in the field of tourism in Finnish Lapland. The project is funded by European Social Fund and implemented in cooperation between Lapland University of Applied Sciences, University of Lapland, and Startup Refugees Network. This research is part of the project and aims to investigate the experiences of immigrants of working in the field of tourism as well as the level of their engagement with Finnish Lapland. In this paper we concentrate specifically on the role of the Finnish language in engaging migrant workers with the local environment. Seasonal workers, as well as many professionals, do not necessarily need Finnish in their work and, for this reason, are not motivated to learn the language. However, not knowing Finnish limits possibilities for year-round employment and integration in local life. The level of language proficiency also affects the possibilities of acquiring residence permit or citizenship. Often employers require a good level of Finnish when recruiting new workers, although the work itself could be done with even minimal Finnish skills. The working environment can offer opportunities to learn Finnish. In the learning process, both the worker's personal motivation and encouragement from co-workers and employers are crucial. The data for this research was collected by interviewing immigrants that had been working in the field of tourism in Finnish Lapland. Thematic interviews are analyzed with data driven qualitative content analysis. Preliminary results show that work is important for migrants, but engagement with local communities requires more: friends, things to do, hobbies, and possibilities in general. These possibilities often require at least basic knowledge of Finnish language.

**Keywords:** tourism work, immigrants, language skills, engagement, integration

# Session 22: Tourism Economics and Management

Time: Tuesday 21<sup>st</sup> September 13:30-16:00

*9 presentations*

**Session organisers:** Martin Falk, Sigbjørn Tveterås, and Jinghua Xie

**Affiliation:** University of South-Eastern Norway, The Arctic University of Norway, University of Stavanger

## **Description**

This session focuses on how the Nordic tourism industry will cope and adapt to challenges related to COVID-19, sustainability, and other societal challenges. We particularly encourage studies that investigate the current global challenges for tourism and how these will change the landscape of the Nordic tourism industries. For instance, these are the recovery of domestic tourism and the shift of domestic tourism to rural areas and sparsely populated regions. The session covers a range of topics including but not limited to demand, supply, productivity, regulation, pricing, innovation activities and ICT, market structure, online short-term rental platforms, sustainability, and more.

Furthermore, this session invites scholars who want to contribute to quantitative and other empirical research in the fields of tourism economics and management. Economics and management disciplines have much to offer in the increasingly complex challenges facing tourism, especially in relation to the three pillars of sustainability. Quantitative methods such as causal methods (Difference-in-differences, synthetic control methods, coarsened exact matching), micro econometric methods (discrete choice models, limited dependent variable methods), spatial econometric methods and marketing methods (contingent valuation, conjoint analysis) are particularly welcome. Another aim of attracting more economists to this conference is to encourage more interdisciplinary research as a viable response to the complexity of travel and tourism and finding innovative solutions to shared challenges.

**Title:** *Optimal introductory pricing of season passes*

**Authors:** Per Kristian Alnes, Erik Haugom, Gudbrand Lien, Ørjan Mydland, Iveta Malasevska, and Andreas Hinterhuber

**Affiliation:** Inland Norway University of Applied Sciences

In this paper we propose a parsimonious model that can be used to calculate the optimal introductory price for service season passes when also considering the expected customer lifetime value. We view the introductory pricing problem as an investment decision with uncertain future cash flows. In this setup, the initial investment is the foregone income of lower period 1 revenues to generate higher expected cash flows from subsequent periods. The theoretical framework also relates to the two-part tariff model where the decision problem is to set the entrance fee for new customers such that the expected total profit is maximized. We empirically test the model using data from a survey experiment in the alpine skiing industry. The results show that the optimal introductory price for a season pass is more than 50% lower when including the expected customer lifetime value compared to the price obtained from just maximizing the short term (period 1) profit. We also perform a sensitivity analysis to illustrate how sensitive the results are to changes in the price-response function, expected retention rate, and the project discount rate. Managers of services that offer season passes can use the proposed framework to set the right price in the future.

**Key words:** Introductory pricing; season pass; customer lifetime value;

**Title:** Adding new research method to the debate: the competition between Airbnb and the hotel industry

**Authors:** Jinghua Xie and Sigbjørn Tveterås

**Affiliation:** University of Stavanger, UiT/The Arctic University of Norway,

Together with global Airbnb growth, the debate on whether Airbnb is a threat to hotel accommodation is substantially increasing. In this study, we participate in this debate by first questioning the research method of using the hotel performance indicators in measuring the impacts of Airbnb growth on the hotel industry in literature. We use equilibrium displacement models (EDM) to illustrate that the Airbnb growth has increased the total supply of commercial accommodation, which has a negative effect on hotel performance so far if there is a substitution effect between Airbnb and hotel rooms. However, this negative effect is offset by the positive effect of the growing total demand for accommodation because of the growing tourism demand worldwide. This means measuring Airbnb's impact on the hotel performance metrics without isolating other factors' effects is spurious and therefore gives biased results. The study then proposes a new econometric method of vector error correction model (VECM) for a cointegration test with a case study in the Norwegian market. This method has been widely used by economists in testing market linkage between different markets. The method is used to test the market linkage between the Airbnb and hotel markets in Norway. The test results suggest a substitution effect exists between Airbnb and hotel rooms. This means hotel and Airbnb rentals compete in the same market, although they are not perfect substitutes.

**Title:** Effects of early-bird discounts on alpine skier demand

**Author:** Per Kristian Alnes

**Affiliation:** Inland Norway University of Applied Sciences

Early-bird tickets provide savings for customers who decide to buy the product or service in advance of usage, and it enables the provider to utilize its relatively fixed capacity better. According to standard revenue management practice, the earlier the pre-booking period is, the lower is the price, and the longer the customer waits, the higher is the price. This pricing tactic gives the customer a choice problem involving uncertainty. For an outdoor activity, this uncertainty is amplified by varying weather conditions. This revenue management strategy is starting to emerge at ski resorts worldwide, but it is implemented in different ways. The extant literature on optimal early-bird pricing within the alpine skiing industry is scarce. The purpose of the present paper is to calculate optimal discount levels for alpine ski passes for various day-ahead booking times. We use survey data collected in the ski season 2019/2020 and experimental data collected in the season 2020/21 to estimate unique price-response function for various prebooking horizons. The price-response functions are used in a non-linear programming model to calculate the optimal early-bird prices. We also consider important aspects such as demand shifting and capacity allocation. The preliminary results suggest an optimal discount ranging from approximately 20 percent when booking 1 day in advance to approximately 40 percent when booking 2 months in advance. Shifts in demand caused by this type of price differentiation result in other optimal prices.

**Title:** *Tracing consumption pattern of cruise tourists in Copenhagen through GPS technology*

**Authors:** Caterina Sciortino, Mauro Ferrante, Stefano De Cantis, and Szilvia Gyimóthy

**Affiliation:** University of Palermo, Copenhagen Business School

This paper aims at analyzing the relationship between tourists' spatial behaviour and expenditure at the destination by means of an integration of traditional questionnaire-based survey and GPS technology. The complex information derived from GPS tracking devices are analyzed through the implementation of various algorithms in order to synthesize key characteristics of the itinerary undertaken. As a case study cruise passengers' behaviour in the city of Copenhagen are analyzed based on empirical data collected in 2018 and 2019. The relationship among cruise passengers' expenditure at the destination, socio-demographic characteristics and mobility is analyzed through logistic regression models. The results show the relevance of spatial behaviour on expenditure patterns. In particular, stop activities are strongly associated with expenditure. Consequently, an analysis of stop locations is performed in order to highlight locations in which is likely that most of the expenditure is concentrated. The proposed approach is of relevance both from the methodological perspective, related to the analysis and synthesis geolocal and survey data. It also contributes to a more nuanced conceptual understanding of spatiotemporal consumption and equally bears upon applied value with reference to destination marketing and management implications.

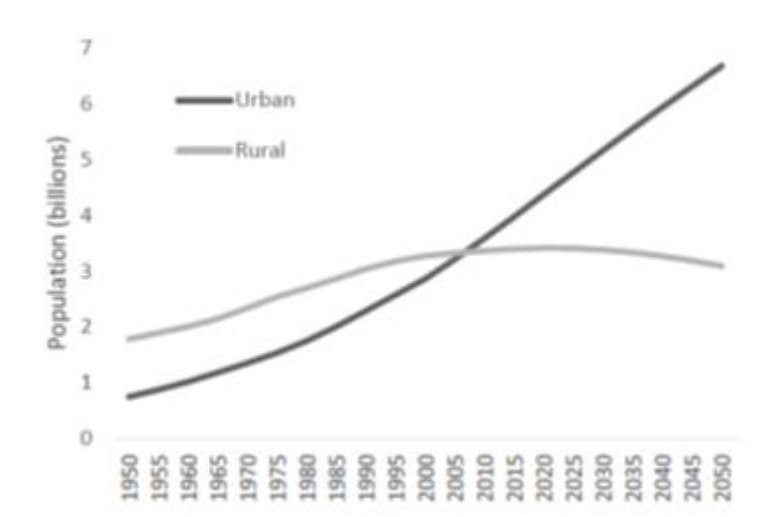
**Title:** *Urbanization and Seasonality of Tourism Businesses*

**Authors:** Sigbjørn L. Tveteraas and Oddne Skrede

**Affiliation:** University of Stavanger

This study investigates links between urbanization trends and tourism seasonality. Figure 1 shows UN's projections of urbanization until 2050. Population growth in rural areas is expected to stagnate and even become negative, while the growth in urban areas is expected to rise with undiminished strength. These precarious prospects for peripheral tourist destinations make it important to analyze the impact of urbanization on the tourism season and tourism businesses' earnings, particularly in view of UN's projections for global migration to urban areas. The analysis uses hospitality data the municipal level in Norway from 2007 to 2018. The empirical findings show that the length of the hospitality accommodation season will increase in growing urban and contract in areas with a waning population size, which typically are rural areas. Moreover, the results show that increasing seasonal fluctuations in municipalities reduces both total hotel room revenue and revenue per available room. The revenue reductions are driven by volume effects and not by price effects. Finally, Norwegian hospitality firms situated in municipalities with alpine skiing appear to receive a revenue compensation for a shorter season through a higher RevPAR. This result suggests that unique tourist attractions and experiences can compensate for the drawbacks of shorter seasons through visitors' higher willingness to pay.

**Keywords:** Tourism seasonality, urbanization, hospitality revenue, panel data models, alpine skiing, Norway



**Figure 1.** Global urbanization projections (United Nations, 2018)

**Title:** *The Wisdom of Tourist Expert Crowds*

**Authors:** Sigbjørn L. Tveteraas, Sindre Lorentzen and Jinghua Xie

**Affiliation:** University of Stavanger

Research on collective intelligence show that crowds often are more accurate than experts when making judgements. This is particularly relevant when knowledge is dispersed. In tourism, this typically describes the situation of knowledge about tourism demand in a destination where there are many micro businesses and SMBs. All businesses have relevant information about the tourist market, but few if any has a complete picture of the different tourist segments. The 'wisdom of crowds' captures the phenomenon that the when the knowledge and perspectives of different agents are aggregated into a crowd prediction, that prediction can be highly accurate. Collective intelligence is even more relevant during the COVID-19 pandemic since historical information is of limited value in forecasting demand. Forecasts are normally of low accuracy if yesterday's data are not representative of tomorrow. In this study participate tourist experts from accommodation, transportation, tourist experiences and other tourist businesses. They make individual judgements about the demand for air passenger transportation, hotel accommodation, and Airbnb for one, two and, three months ahead in the Stavanger region. Different techniques are used to aggregate the information including the arithmetic mean, median and a pivoting technique (Palley & Soll 2019). The results show that all aggregation techniques outperform the mean. Moreover, the results support the that knowledge is dispersed and that forecasting accuracy increases when predictions are aggregated.

**Title:** *Can Generation Z Be Engaged? The Role of Leadership Styles and Psychological Capital*

**Authors:** Huseyin Arasli and Natalia Sigaeva

**Affiliation:** University of Stavanger

Currently one of the main problems of the tourism and hospitality industry is the high staff turnover, but in the future, the problem may worsen as a result of generational change, since the new generation of employees (Gen Z) has different values and needs. Thus, this research considers the effect of a servant (SL) and authentic (AL) leadership styles on work engagement (WE) of Gen Z' employees and the mediating impact of Psychological capital. The data were collected in the one of the most touristic city of Krasnodar, Russia, among 393 Gen Z employees who had at least six months of work experience in the hospitality industry. The Structural Equation Modeling, bootstrap analysis, and descriptive statistics were employed to analyze the data. The results showed that both types of leadership have a direct positive effect on PsyCap of Gen Z' employees and their WE. However, in comparison, AL has a greater effect on the employees' PsyCap and WE than SL. Also, the result indicated that PsyCap has a partial mediating impact on the relation between the leaders and Gen Z employees' WE. The findings of this study contribute to the development of the WE system under the influence of PsyCap on Gen Z employees in the tourism and hospitality industry.

**Keywords:** Generation Z, Psychological Capital, Work Engagement, Leadership Style, Russian Federation

**Title:** *The dark side of exerting True leadership and Job Security in Nordic hospitality setting? A moderated mediation model*

**Authors:** Mert Unur, Huseyin Arasli, Furkan Arasli, and Natalia Sigaeva

**Affiliation:** University of Stavanger

The job-related antecedents of positive behavior are evidenced, but less is known about cross-domain outcomes, specifically how authentic leadership (AL) and high-performance work systems (HPWS) may affect absenteeism. This empirical study aims to address this unexplored side by considering Social Exchange Theory, we propose a moderated mediation model wherein HPWSs instigates hospitality employee's absenteeism behavior through job security (JS), AL act as the supportive construct. A self-administered questionnaire will be designed targeting (N = 350) employees, the study will try to verify the moderated mediation model and proposes the support for recommended hypotheses.

The paper may conclude just opposite to the relevant literature that high perceived JS and AL may serve to encasement of absenteeism. That is when employees feel very secure, it may also bring along some costs in the form of absenteeism.

Concerning the concrete rules and regulations, unionization and so forth in Norway, the authors in contradict to the existing literature, will hypothesize and show that high performance work practices (HPWSs) and true leadership will positively related to JS which are expected to increase absenteeism, but as the dosage is expected to be high so when workers feel extremely secure. Furthermore, the authors hypothesize that the findings are supposed to showcase that JS could mediate the relationship between HPWSs and hospitality employee's absenteeism behavior. Moreover, the results from the moderated mediation analysis will probably suggest that the mediation of JS is moderated by AL such that with a higher level of AL, the mediation effect of JS becomes stronger and it will causes in higher absenteeism.

Theoretical and managerial implications will be discussed.

**Keywords:** Absenteeism, Authentic Leadership, Job Security, Hospitality, High-Performance Work Systems, Moderated Mediation Model, Norway

**Title:** *Financial Distress and Government Support During the COVID-19: Evidence from Hotels*

**Author:** Dengjun Zhang

**Affiliation:** University of Stavanger

The COVID-19 pandemic decreases firm revenue and raises the demand for liquidity, resulting in financial distress for all types of firms, especially hotels. Government mandates for safety, such as travel restrictions, cross-border closures, and lockdowns, reduces significantly hotel revenue and increases financial distress. Meanwhile, governments worldwide have initiated various support funds in order to mitigate the negative economic impacts of the pandemic on firms' liquidity shortage and insolvency risk. Using a multi-wave survey data for 22 Central and Eastern European countries, this study examines hotels' financial distress during the pandemic and whether government supports have effectively alleviated the pandemic's negative impact. In the first wave, there are 523 hotels. Of them, 47.8% have delayed payments to their suppliers, landlords, or the tax authorities; 27.1% have been overdue on their obligations to financial institutes. For hotels that received any national or local support, the probability of delaying payment is lower than other hotels; however, the probability of overdue is higher. The second wave shows that 98 hotels exited the market due to bankruptcy or liquidation. The estimation results indicate that hotels that received government supports have a 5.7% lower probability of going bankrupt and the spread of the pandemic, regarding the cases of COVID-19, increases exit risk. We further confirm that government support programs have effectively mitigated the negative impact of COVID-19 on hotel survival.

# Session 23: Uncertain futures? From overtourism to re-starting tourism

Time: Wednesday 22<sup>nd</sup> September 08:00-10:00 & 10:15-12:00

*9 presentations*

**Session organisers:** Gunnar Þór Jóhannesson, Outi Rantala, Dieter Müller, Kaarina Tervo-Kankare, Brynhild Granås, Pat Maher and Suzanne De la Barre

**Affiliation:** University of Iceland, University of Lapland, Umeå University, Univeristy of Oulu, UiT, Nipissing University, and Vancouver Island University

## **Description**

Tourism development in the Arctic and sub-Arctic region is uneven. Prior to the outbreak of COVID-19 in the beginning of 2020 many places in the region were struggling to attract tourists and build up viable businesses while others were experiencing a rapid and unsustainable growth in tourist arrivals. This was not the least the case with destinations that are well connected to the international system of tourism mobilities. The notion of overtourism captures the situation when tourism has grown out of proportion, either in terms of societal implications or natural impacts. It is the situation when tourism is not improving the quality of life for inhabitants but rather decreasing it and also when tourists are experiencing deteriorating service and a widening gap between what they pay for and what they get. While useful for underscoring the risks of uncontrolled growth, the concept of overtourism needs further scrutiny in order to play a significant role in discussion on responsible tourism development. With the current global halt of tourism due to COVID-19 the attention of researchers, policymakers and tourism entrepreneurs has swiftly moved away from overtourism towards the state of no-tourism and further how to re-start tourism in post-covid times. The aim of this session is to critically engage with the problematics of overtourism as a phenomenon and analytical concept in relation to the challenges involved in re-starting tourism. Potential issues and topics include:

- Potential opportunities for enhancing responsible tourism development post-Covid
- Overtourism in the Arctic and sub-Arctic regions
- Discourses of tourism development
- Tourism policies for new beginnings and re-starting tourism
- Lessons learnt from natural/environmental degradation for future planning/concepts/strategies?

This session is an outcome of a joint project within the Nordic Arctic Cooperation Programme

**Title:** *Space for re-consideration: From overtourism to re-starting tourism in Arctic destinations*

**Authors:** Gunnar Þór Jóhannesson, Johannes Welling, Outi Rantala, Dieter Müller, Linda Lundmark, Kaarina Tervo-Kankare, Jarkko Saarinen, Brynhild Granås, Nina Smedseng, Trine Kvidal-Røvik, Pat Maher, Suzanne De la Barre

**Affiliation:** University of Iceland, University of Lapland, Umeå University, University of Oulu, UiT, Nipissing University, Vancouver Island University

This paper is based on data collected in relation to a workshop hosted by the project Partnership for sustainability: Arctic tourism in times of change held in May 2021. There, researchers, graduate students, industry representatives and policy makers met and shared their experiences during the pandemic as well as their vision on challenges and opportunities for the re-starting of tourism post Covid-19. We take departure from concerns of overtourism in number of destinations prior to the outbreak of Covid-19 and describe some of the challenges the pandemic brought to the sector and examples of how it has responded to it. While there are some evident regional differences in how the pandemic has affected tourism, the workshop also highlighted common challenges, priorities and controversies regarding re-starting the tourism sector. Those include the image of tourism as an undervalued sector vis a vis other industries, shortage of skilled labour in the wake of the Covid-19 and the need of financial support for sustaining minimum operations of tourism companies. We will pay special attention to a recurrent theme emergent in conversations with tourism entrepreneurs and policy makers, namely that Covid-19 has provided space for re-consideration of how tourism should be operated. In the paper we will explore what this re-consideration can mean in different contexts and how it underscores diverse views on what the recovery of the sector might entail.

**Title:** *arctic tourism in time of change: Seasonality*

**Authors:** Outi Rantala, Suzanne de la Barre, Brynhild Granås, Gunnar Þór Jóhannesson, Dieter K. Müller, Jarkko Saarinen, Kaarina Tervo-Kankare and Patrick T. Maher

**Affiliation:** University of Lapland, Vancouver Island University, UiT, University of Iceland, Umeå University, University of Oulu, and Nipissing University

The seasonal nature of tourism has for long garnered the attention of tourism destination planners and economic development strategists at all levels, tour operators and the diverse businesses that significantly depend on tourism, and the host communities and residents who negotiate tourism's potential to have both positive and negative impacts.

In 2019, our researcher group suggested addressing the following considerations in order to try to solve the challenges related to the seasonality of tourism in Arctic Europe: adopting community-first planning; enhancing local business and tourism resources ownership – including sociocultural-oriented resources, for instance festivals or indigenous culture-based attractions, and the utilization of new local innovative integrations of nature and culture in tourism; labour and employment issues; creating strategies to reduce labour precarity associated with tourism; educating travellers about sustainable Arctic ways of living, which are also responsible for how lifestyle entrepreneurship is expressed in the Arctic; enhancing urban Arctic tourism opportunities; utilization of the diverse distinct seasons existing in the Arctic; recognizing global environmental change; and committing to sustainable transportation.

Here, our aim is to re-visit these suggestions considering the impacts of COVID-19 pandemic on the seasonality of tourism in Arctic Europe – such as the increase of domestic tourism during the low seasons, increased interest towards proximity tourism, and the loss of skilled workforce.

**Title:** *Arctic Tourism in Times of Change: Dimensions of Urban Tourism*

**Authors:** Dieter K. Müller, Doris A. Carson, Suzanne de la Barre, Brynhild Granås, Gunnar Thór Jóhannesson, Gyrid Øyen, Outi Rantala, Jarkko Saarinen, Tarja Salmela, Kaarina Tervo-Kankare, Johannes Welling

**Affiliation:** Umeå University, Vancouver Island University, UiT The Arctic University of Norway, University of Iceland, University of Lapland, University of Oulu

Tourism has grown in many Arctic peripheries of northern Europe and North America in recent years, particularly among international markets interested in northern winter experiences and unique Arctic nature and culture-based assets. In this context urban places have remained relatively neglected in both academic and policy discourses connected to Arctic tourism, with much of the research and public attention focusing on remote destinations and exotic attractions that typically dominate the popular promotional tourism imagery of the Arctic. This paper aims at conceptualizing and illustrating the diversity of urban Arctic tourism dimensions and to identify important implications for sustainable local and/or regional tourism development across the North. As urban places in the Arctic are not primarily tourism resort towns, tourism happens in the context of other economic and societal activities. Hence, urban places in the Arctic serve a regional demand for urbanity and urban services within leisure and entertainment and they serve as destinations for domestic and international markets looking for more typical northern products. Considering these insights, there is certainly not only one way forward for urban tourism in a post-pandemic “Arctic”, where the latter forms a context to play with and an ingredient that on a global market is currently loaded with positive value.

**Title:** *The contested nature of Allemannsretten*

**Authors:** Brynhild Granås, Gaute Svensson, Arvid Viken, Bente Heimtun, Bjørn Egil Flø, Outi Rantala, Seija Tuulentie, Kirsti Pedersen Gurholt, Gunnar Þór Jóhannesson, and Katrín Anna Lund

**Affiliation:** UiT The Arctic University of Norway

In the new research project, The Contested Nature of Allemannsretten, we aim to shed light on current contestations surrounding Allemannsretten in the Nordic countries. We investigate Allemannsretten – or the freedom to roam – through an ethnographic approach that pays attention to how Allemannsretten is practiced in periphery landscapes. Inspired by Kenneth Olwig's theory of landscape, we address the substantive practiced landscape as opposed to the abstract landscape that is found in for example law and formal governance practices. With this focus, we study how the practicing of Allemannsretten is knit together in landscape practices that make up compound relational processes across difference within which customs that constitute regimes for problem solving and decision-making specific to the landscape are (re)negotiated. Local customs in nature practices concern contestations over nature and are central to sustaining periphery communities and enhancing mitigation of biodiversity loss and climate change from 'below'. This point has yet to find its place in conservation and management and is particularly important in times where we experience increased mobility and Allemannsretten is actively practiced as an asset within the tourism industry. These are changes that inflict on local livelihoods such as small-scale farming while putting Allemannsretten under pressure. The project is based on a collaboration between researchers from UiT The Arctic University of Norway, inhabitants in Reisadalen and local government offices. The project also has an element of comparative research through collaboration with research communities in Southern Norway, Finland, and Iceland.

**Title:** *Travel confidence in troubled times*

**Authors:** Erik Braun, Szilvia Gyimóthy, and Sebastian Zenker

**Affiliation:** Copenhagen Business School

Disasters have a strong impact on tourist mobility, however, little is known how governments' handling of enduring crises affect travel confidence. As countries are re-entering the global race to win back international guests after COVID-19, destinations are setting aside health protection measures over economic priorities and a fast re-opening. This paper tests the importance of trust in governments on travel intentions with regards to kickstarting tourism during a pandemic. The results of two substantial empirical studies (US, N=2,180; Denmark, N=2,062) show that individuals' willingness to travel depends on their trust in the respective destinations' government. Our results suggest that consumers perceive a stronger economy focus as less socially responsible, and critical attitudes towards actual policy responses to the pandemic has also modified travel decisions. In particular, the incentivizing of consumption (instead of protecting lives) mitigates the perceptions of health risks and affects travellers' trust in host destination governments significantly. Our findings also carry implications for studies of post-pandemic tourism behavior, which highlight that controversial policy responses not only seem to deteriorate destination image, but also have a fundamental impact on travel outcomes.

**Title:** Consequences of Covid-19 on tourism and local communities: Implications for sustainability, innovation and management of resilience

**Authors:** Anne Wally Ryan and Dorthe Eide

**Affiliation:** Nord University

Many destinations are focusing on culture heritage, sustainability, tourism and destination development, such as through sustainability certification and/or UNESCO world heritage status. The aim of this empirical paper is to explore vulnerable parts of tourism destinations made visible during the Covid-19 pandemic, and suggest practical and policy implications.

We apply a theoretical framework of innovation for sustainability and resilience of local communities. Three Norwegian destinations, all of which have both certifications, Vega, Røros and Geiranger, were strategically chosen and studied by semi-structured interviews as the main data. Data has been gathered before and during the pandemic. Our preliminary findings are that these double certifications do not necessarily prevent against challenges during the Covid-19 pandemic crises. Among the cases, Geiranger was hardest hit. Before the pandemic, Geiranger's economy was strongly based on international tourism and cruise-tourism. Hence, the local community was highly dependent of tourism for employment. This calls for heterogeneity of activities, which supports the current advocacy for regenerative tourism; on the importance to find alternative ways of framing and delivering tourism for the net benefit to all. The two other cases had larger dominance of domestic visitors, and could therefore easier adapt to increased amounts of domestic visitors during the summer of 2020. These local communities focused on other industries besides tourism, such as reindeer herding, local food production and crafts in other parts of the year.

**Title:** *Icelandic tourism industry in a survival mode - an exploration of support measures*

**Author:** Iris Hrund Halldorsdottir

**Affiliation:** Icelandic Tourism Research Centre

Iceland is amongst the countries in Europe that have experienced biggest decrease in tourism numbers because of the COVID-19 pandemic with -77% decrease in international tourism numbers. Many companies had been nearly without any income in the year 2020. This all has had consequences for the Icelandic tourism industry, the economy and connected industries.

Tourism became the Iceland's most important export industry after the financial crash in 2008. International tourist numbers rose from half million in 2010 to 2,3 million in 2019, the annual increase being between 19-39%. In 2018, Iceland ranked in third place, after Mexico and Spain, of all the OECD countries in proportion of tourism of the total GDP. The current pandemic and resulting travel restrictions has therefore hit the country hard economically.

This presentation will draw on an ongoing study on the Icelandic tourism industries' adaptability and resilience. The emphasis will be on the main support measures aimed at the tourism industry and to explore what measures seems to most important to the industry to prolong the survival of the companies as well as giving them a boost for the restart after the COVID-19 pandemic. The data applied for this presentation consists of existing data such as various industry and public reports, primary data as interviews and diary entries.

**Title:** *Turning the tide: An outline of drivers, barriers and differing logics in urban-rural cooperation on tourism development*

**Authors:** Donna Sundbo, Ane Dolward, and Andreas Bonde Hansen

**Affiliation:** University College Absalon

This study looks at how cooperation can change tourism flows from city to countryside. Some urban destinations experience overtourism (e.g. Goodwin 2017, Alonso-Almeida et al. 2019). Inversely, some less economically developed rural areas attempt tourism development (Gartner 2005, Helgadóttir & Dashper 2020). Both could benefit from increasing a centrifugal tourism flow and tourism development in rural destinations, the success of which depends on key factors (Wilson et al. 2001), one of which is cooperation between actors (Pechlaner et al. 2019).

A multi-case study of five European destinations, in the context of an urban-rural development project, analyses effects and possibilities of cooperation between urban and rural actors. These were studied through observation, interviews and desk research to identify conditions and approaches under which destinations can be successful in enticing urban tourists to the countryside.

The stakeholders which could change tourism flows for the better, tend to be in an immature state of development. Also, urban-rural tourism relations in Scandinavia are complex due to unique tourism traditions. So attracting urban tourists to rural destinations depends on factors of cooperating, developing and communicating the offerings of the rural destinations; and also factors in the urban location marketing and coordinating with the rural destinations.

A key success factor was found to be a three dimensional collaboration between actors. Results show actors have three different operational logics to tourism development, which can either collide or supplement each other, depending on whether they are explicit and whether the tourism actors are conscious about them or not.

**Title:** *Enchantment: Feeding Care within the Cracks of Ecotourism*

**Authors:** Kellee Caton, Chris E. Hurst, and Bryan S.R. Grimwood

**Affiliation:** Thompson Rivers University, University of Waterloo

While community development, learning, and responsible travel have been recurrent dimensions of ecotourism, the common core idea of nature is what steers the moral values and experiential desires of ecotourists and the conservation orientation of ecotourism operators and enterprises. Nature is what we are told and sold to care about in ecotourism. Nature is, however, no stable, homogenous, or apolitical thing, as scholars from across the social and natural sciences have demonstrated for some time. Indeed, nature is (and historically has been) tethered to discursive and material relations that constitute colonialist and capitalist systems. Considering such critiques, we explore in this paper the notion of enchantment in ecotourism encounters and its potential to spark relations of care. We contend that even within exploitive and destructive practices, seeds of care, compassion, and living and dying well together can and must be aroused and nourished. Enchantment invites us back into our sensing bodies, the expansive present, and the fundamental relationality of being and becoming in the world. It ruptures individualistic and dichotomously conceived worlds with vibrant possibilities for relating with others (human and more-than-human) in more humble and caring ways. Insofar as ecotourism can prompt such moments of enchantment, there remains hope amid its ugly and fractured nature.

# Session 24: Marketing and Service Management in Precarious Times

Time: Wednesday 22<sup>nd</sup> September 10:15-12:00

*5 presentations*

**Session organisers:** Magnús Haukur Ásgeirsson and Þórhallur Örn Guðlaugsson

**Affiliation:** University of Iceland

## **Description**

Understanding the market situation and accordingly planning their service offerings, is essential for tourism firms and destinations. This calls for vigorous comprehension of imminent changes in customer behaviour, in stakeholders' views and competitors focus. In order to successfully compete on the market, contribute to sustainable growth and wellbeing of the society at large, firms and destinations need to act responsibly. They need to look to the future, drawing learnings from the past and intensively search for ways to participate and/or becoming part of the solution.

Marketing and service management is understood in different ways by scholars and practitioners. While marketing is often framed as simply promotion and sales, research is increasingly emphasising service management as a part and parcel of successful marketing efforts. Therefore, we welcome a broad spectrum of academic contributes that address and provide diverse insights of performing service and marketing in tourism

Possible themes, not exhaustive, may include

- Marketing activities
- Internal marketing
- Responsible marketing
- Destination Image
- Service quality and performance
- Service culture

**Title:** *The image of Telemark among Norwegians 2020*

**Authors:** Ingeborg Nordbø and Reidar Mykletun

**Affiliation:** University of Southeastern Norway

Branding in tourist destinations context is a subject of inquiry due to how it might affect consumer (tourist) behaviour. Destinations effectively compete with each other for a place in the consideration of potential visitors, and to create a strong brand name is a significant factor in destination marketing (Tasci and Kozak 2006; Morgan and Pritchard 2000). DMOs are thus increasingly engaging in branding activities in an attempt to differentiate themselves from competing destinations (Pike 2010). In remote and peripheral areas the uniqueness of the brand becomes an issue of greater significance than for more central destinations, as visitors must allocate additional time and finances to travel greater distances vis à vis competing and more nearby destinations. In this paper we present the results of a study of Norwegians' image and associations with "Telemark", a region in the Southeast part of Norway. The study maps the respondents' general knowledge and associations with "Telemark", and more specifically which tourist attractions, activities and events they know. The study also maps the knowledge related to whether the respondents have visited the region, and according to a number of demographic variables. The survey was conducted in September/October 2020, and a total of 1071 persons (respondents) over the age of 15 responded to the survey. Statistically, the sample is representative of the Norwegian population, and gives an interesting glimpse into national tourism in the times of Covid-19.

**Title:** *Service Quality in hostels: methods and dimensions*

**Authors:** Árný Björk Björnsdóttir and Magnús Haukur Ásgeirsson

**Affiliation:** University of Iceland

The paper examines methods and service dimensions used to measure service quality in hostels. The aim of the study is to map the discussion on the subject and identify service dimensions used, as groundwork for further ongoing research on service quality (SQ) in hostels in Iceland.

Findings are based on review of scholarly articles through the search engine [www.leitir.is](http://www.leitir.is), which consists of databanks like ProQuest, Web of Science, Scopus, JSTOR, and more. Using key words that relate to service quality, hostel and backpackers, the search yielded a total of 96 articles that were reviewed to identify their focus points. Articles that did not have SQ as their main entry or only briefly discussed the phenomena were excluded giving a total of 13 articles that were read thoroughly and form the basis of the results that will be discussed.

The main results are that there are six dimensions that underpin SQ measuring in hostels, which are: social atmosphere, location, staff, hygiene, safety, and facilities. One dimension seems to stand out in terms of importance is the social atmosphere and it has a great impact on the overall quality of service. Along with the social atmosphere, the staff of the hostel is very important when it comes to positivity towards recommendations and the likelihood that a tourist will visit the same hostel. In terms of methodology, five articles used quantitative methods as questioners to guests, two articles used qualitative methods to identify important attributes and dimensions, and six both qualitative and quantitative, mixture of interviews, focus groups and questioners to follow.

**Title:** Looking at Ice Cave Tourism through the lenses of the Experience Economy & the Tourist Experience scale: The case of Vatnajökull glacier, Iceland

**Authors:** Nejra Mesetovic, Brynjar Thor Thorsteinsson, and Einar Svansson

**Affiliation:** Bifrost University

The study explores ice cave experiences in Iceland and focuses on tourism-related concepts, service theory, and experience economy presented by Pine and Gilmore (1999) which is the theoretical base of the research format. The experience economy explains how products are offered and consumed through experience. Pine & Gilmore (1999) classify the experience into four dimensions: education, entertainment, esthetic and escapist dimension. Oh, Fiore and Jeoung (2007) transformed the ideology of Pine and Gilmore into a measurable model called the tourist experience scale, which can be used to explore the relationship between certain variables.

The aim of the study is twofold, on the one hand to use the four dimensions to examine the experience of tourists in ice cave tours and whether there is a connection between the dimensions and satisfaction. And on the other hand, to investigate whether visitors would recommend the company. The researchers worked with four local glacier companies that helped by sending a questionnaire to tourists who went on an ice cave tour in Breiðamerkurjökull during the period November 2019 to April 2020.

The results showed that not all four experience dimensions have an effect on satisfaction. Education and esthetics have a positive effect on customer satisfaction in ice cave tours. There was also a positive correlation between customer satisfaction and NPS scores indicating that satisfied customers are likely to recommend the company. There was no relationship between the four dimensions and the NPS score. These results enable us to draw conclusions about the importance of the customer experience and which dimensions should be emphasized. The research findings are based on a limited response percentage, so it is not conclusive and needs further study in similar situations or with repeated data collection from more ice cave visitors.

**Title:** Experience and Image

**Authors:** Thorhallur Gudlaugsson

**Affiliation:** University of Iceland

Destination image is a focal point in traveler's decision-making process, as it influences both his pre and post evaluations. Previous research has demonstrated that a firsthand experience has a great effect on the destination image modification, as it leads to more holistic, accurate and realistic image. This paper aims to explore whether individuals have different image perception of Iceland, depending on whether they have visited the country before. Two hypotheses are tested, which deal with which countries are thought to resemble Iceland and which image attributes come to mind when thinking of Iceland, depending on whether Iceland had been visited before.

The findings are based on a dataset containing 20.806 answers from individuals in 110 countries. The research was quantitative, but with some open-ended questions, where participants were given the opportunity to mention whatever came to mind when connecting Iceland to another similar country and which image attributes they thought would resemble Iceland the most.

The paper concludes that individuals tend to connect Iceland to similar countries and attributes, but those who have their own experience in Iceland tend to have a more holistic image of the country than those who have not visited before.

**Keywords:** Image, Destination branding, Experience

**Title:** *Transferring knowledge: Reviewing service orientation literature in tourism*

**Author:** Magnus Asgeirsson

**Affiliation:** University of Iceland

This paper aims to identify how knowledge related to service orientation (SO) is transferred from service- and marketing related theory into tourism research. Knowledge transfer between research fields is often slow and faltering, especially regarding interdisciplinary fields like tourism and hospitality. It is common that in-depth knowledge or foundation upon which concepts or methods are grounded is lacking when applied to a new field of study, at the risk that the use and discussion, of methods and concepts, will be superficial and uncritical.

Although it is considered an axiom that vigorous orientation towards service leads to better organizational performances, there is a vast difference in definitions of the phenomena and understanding antecedents and consequences. Researchers in field of service marketing- and management argue that SO is an interfunctional, philosophical approach to service, and value creation throughout the organization. However, in hospitality and tourism research SO has been divided into three major categories, namely: organizational culture, market strategy, or and most commonly as employee hospitableness.

Findings are based on in-depth analyses of 44 academic articles obtained with keywords related to SO in hospitality and tourism, through the search engine [www.leitir.is](http://www.leitir.is), which consists of databanks like ProQuest, Web of Science, Scopus, JSTOR, and more. The main findings are that the research format of SO in the field is limited to a quantitative methodology in the form of a questionnaire, and the results thereof are presented in a functional and causal manner. Little focus is given to a holistic approach to SO, and seemingly almost all articles directly utilize key concepts without critical discussion of their premises and implications.

# Session 25: Coping with the Arctification of Northern Tourism before, during and after Covid-19 pandemic

Time: Thursday 23<sup>rd</sup> September 08:00-10:00

*6 presentations*

**Session organisers:** Dieter K. Müller and Patrick T. Maher

**Affiliation:** Umeå University, Nipissing University

## **Description**

Riding the wave of public attention that the Arctic had gained recently, tourism on the top of Europe had increasingly been portrayed as 'Arctic', too. Tourism stakeholders were prominent among those who have promoted such a re-imagining of the North towards being a part of the Arctic and indeed, rising numbers of tourist arrivals as well as an increasingly global demand suggested that this has been a successful business strategy. This process can be seen as part of an overall 'Arctification'. Still, the tourist crowds consuming Arctic products, such as aurora borealis watching, indigenous cultural shows, and various snow and winter-related products, created not only opportunities but posed challenges for host communities, too. This was partly because new tourists lacked proper preparation, and partly because they were numerous in comparison to host populations. Obviously, the pandemic meant a break to this development. This creates opportunities to review experiences and reconsider previous strategies.

This session invites contributions that illustrate ongoing changes in Arctic tourism across Northern Europe or similar regions of the circumpolar North empirically and aim at advancing theoretical understanding of Arctification and its implications for northern destinations. Contributions highlighting how individuals, communities, companies, destination organizations or other stakeholders try to cope with tourism impacts on ecological and social change are of interest. In this context, contributions on how the concept of Arctification unfolds during and potentially after the pandemic are particularly welcome.

**Title:** *Tourism Development in Northern Peripheries: A Labor Market Perspective*

**Authors:** Dieter Müller

**Affiliation:** Umeå University

Tourism has for a long time been promoted as a tool for regional development in peripheral regions that historically have been characterized by resource exploitation. Even though there has been anecdotal evidence that tourism has indeed succeeded to restructure regional economies, there are no systematic accounts of this development. This article presents empirical evidence and a GIS-based economic-geographical analysis of tourism development in Västerbotten and Norrbotten in northernmost Sweden. This is done for the years 1995 to 2017 and in relation to firms, employment, and salaries within the industry. Furthermore, the article discusses the relative importance of tourism in relation to other industries. In this context, the article highlights the geographical differences within the region and illustrates aspects such as accessibility and clustering as important factors explaining the development of the industry. The result presented in this article are finally discussed in relation to a recovery of the tourism industry in the aftermath of the Covid-19 pandemic.

**Title:** *Arctic Tourism in Swedish Lapland during the Covid-19 pandemic*

**Authors:** Johanna Fernholm and Christian Persson

**Affiliation:** Stockholm Business School, USN School of Business, University of South-Eastern Norway

The Covid-19 pandemic has had a tremendous impact on tourism globally and caused disruptions of travel and tourism. The Arctic region and communities is often considered as 'vulnerable areas', due to the communities close relationships with nature. Tourism in the Arctic also strongly impact the sustainable local economies and livelihoods, especially as the number of visitors in the Arctic region often exceed that of the local communities. In this paper we examine how the tourism sector in destination 'Swedish Lapland' in Arctic Sweden has handled the current impacts of the Covid-19 pandemic? and furthermore, if there are local adaptation strategies? The study uses an interpretive approach, and data has been collected through observations and interviews on site in five municipalities in Arctic Sweden and in interactions with local key actors in the tourism and hospitality sector such as tourist center, activity companies, reindeer owners, hotels, museums, civil society organizations, and tourists.

The results indicates that the pandemic has had severe negative effects on tourism actors e.g. more or less 'all bookings disappeared', and fewer foreign tourists have been able to travel to the destination due to restrictions. There are also reports on how the pandemic have been handled in relation to e.g. governmental adjustment support, closure of certain activities and reduction of others, shorter opening hours, and short-term layoffs of employees. However, in contradiction, for some tourism actors, the pandemic has meant that the support from local customers and domestic tourists has created new business opportunities and expansion.

**Title:** At the Intersection of Climate Change and the Pandemic: (Over)tourism in Arctic Sweden

**Authors:** O. Cenk Demiroglu, Dorothee Bohn, Dieter K. Müller, Linda Lundmark, Andreas Back, and Robert O. Nilsson

**Affiliation:** Umeå University

Recently boosted by the climate change publicity and the regionalization trends, tourism in Arctic Sweden, namely the northernmost counties of Västerbotten and Norrbotten, has seen a substantial growth in visits, revenues and jobs. This rapid development has manifested itself in terms of environmental, social, as well as economic sustainability issues – when certain leakages are accounted for. While the ongoing COVID-19 pandemic may have been expected to bring a halt to such dynamism, recent reports and observations indicate a growing domestic and local interest to, along with congestion at, Arctic Sweden's relatively "Corona-safe" outdoor recreation and tourism offerings, especially when combined with ideal or pushing weather conditions in change. Such transformation also comes together with popularizing forms of accommodation such as second homes and caravans. This study outlines the latest tourism and recreation developments in Arctic Sweden under the impacts of the pandemic and climate change, through a mixed method approach that combines qualitative and spatial data. For this purpose, initial interviews are conducted with the supply side representatives during a fieldtrip in August 2021. The preliminary results are then synthesized with the spatial analyses of the movement patterns on the demand side, disclosed by employing geographical information systems and mobile-device tracking data.

**Keywords:** Climate Change, Pandemic, COVID-19, Overtourism, Arctification, Arctic Sweden

**Title:** *The Arctification of Northern Tourism: A Longitudinal Geographical Analysis of Firm Names in Sweden*

**Authors:** Robert O. Nilsson, Roger Marjavaara, and Dieter K. Müller

**Affiliation:** Umeå University

The European North above the Arctic Circle has long attracted travelers, the selling point often being the availability of nature and wilderness. Recent developments, however, suggest a greater variety of tourism motivations, including mass tourism. New products such as dogsled tours, aurora borealis watching, snowshoe walks etc. have been introduced into the regional tourism supply. Many of these firms use names containing the term “Arctic” or similar terminology related to imaginations of the Far North. The chosen terminology is considered one example of the process of “Arctification”, here referring to the use of Arctic terminology to reimage the touristic properties of the region. However, there is a limitation in descriptive knowledge about the overall Arctification of the region’s tourism industry. Hence, this article aims to illustrate the Arctification of the tourism industry by mapping the changing geographies of firm names. Through its results, the study aims to contribute an understanding of the imagination of the production of space in the region through firm naming, and the role of tourism development in reimagining regions. The study uses a descriptive quantitative approach, extracting data from the Retriever Business database, a collection of public financial and business-related information regarding all types of firm and associations registered in Sweden. The results show a clear development of tourism firms increasingly using Arctic terminology in their firm names. Also, the tourism firms’ locations show patterns of spatial differences and clusters related to the region’s natural environment, population density, infrastructure, and the age of these firms.

**Title:** Spatial strategies, imaginations, and contradictions of seasonality and Arctification in northern Finland – endogenous and exogenous tourism management strategy perspectives from Ylläs ski-resort, Finnish Lapland

**Authors:** Aapo Lunden, Alix Varnajot, Outi Kulusjärvi, and Mari Partanen

**Affiliation:** Oulu University, Lapland University

This presentation explores the relationship between the Arctification phenomenon and the continuing debate concerning tourism seasonality and the means to overcome it. The presentation focuses on the spatial practices, tourism development strategies, and future envisions related to seasonality and Arctification at the level of Ylläs ski-resort entrepreneurs. The presentation draws from a research project analysing tourism development in northern Finland at the Ylläs ski-resort, experiencing strong pre-covid tourism growth and growing domestic demand during the Covid-era.

Our theoretical framework draws from Nogués-Pedregal's bifold conceptualization of dominant tourism management strategies as endogenous valuation (towards the inside) of tourism as a livelihood and exogenous valorisation (towards the outside) of production of touristic resources. By analysing entrepreneurs' opinions on tourism development and seasonality related challenges as examples of endogenous and exogenous tourism management strategies, the presentation explores the notion of Arctification and the idea of "de-Arctification"; representing somehow conflicting but dependent idea on how to react to tourism growth and the expansion of (global) Arctic imaginaries in tourism.

The presentation will showcase results from the research collaboration, provide examples from the Ylläs case study and the broader context of Finnish Lapland (e.g., Republic of Santa Claus). Moreover, the aim is to expand the discussion to Arctification "in action" and its potential impacts on tourism, sustainability, and how to imagine coping strategies of more Arctified future of tourism in northern latitudes.

**Title:** The future of Arctification in a post-Arctic tourism context

**Authors:** Alix Varnajot

**Affiliation:** University of Lapland

In August 2019, about 100 Icelanders gathered to hold a funeral for the death of Okjokull, which was the first of Iceland's glaciers to disappear because of climate change. This ceremony epitomized a set of narratives commonly associated with the Anthropocene, where the impacts of climate change constitute an inevitable climate apocalypse. Such perspectives are at the origin of what is called 'last-chance tourism', referring to markets focusing on experiencing species on the edge of extinction like polar bears, or on landscapes and seascapes about to disappear such as Arctic's glaciers and sea ice. In parallel, the process of Arctification has been both reinforcing the images of the Arctic perceived as snowy and cold, with white landscapes – the very core elements that are threatened by climate change – and overlooking the variety of climates, landscapes and cultures that constitute the Arctic region. This, somehow, results in an antagonist situation in tourism, where the Arctification process plays against the shrinking cryosphere induced by climate change impacts.

This raises interesting questions to what will happen to Arctification when the cryosphere and the 'whiteness' of the Arctic will be gone, or at least when they will become too unreliable for Arctic tourism products and experiences. The paper introduces post-Arctic tourism, a concept grounded in Anthropocene narratives and emerging post-apocalyptic studies, and then explores the future of Arctification – on a long-term perspective – when the chances to spot polar bears in Svalbard or to spend a snowy Christmas in Rovaniemi will be gone.

# Session 26: Methods measuring sustainability effects of tourism development for benefit of local communities and rural areas.

Time: Wednesday 22<sup>nd</sup> September 13:30-14:45

*3 presentations*

**Session organisers:** Anna Karlsdóttir, Ágúst Bogason, Anne Thomas, Rikke Brandt Broegaard & Jesper Manniche

**Affiliation:** Nordregio, Center for Regional and Tourism studies

## **Description**

Numerous methods measuring quantitative and qualitative perspectives of sustainable rural tourism and on the local benefits of tourism have emerged in recent years. Some of them focus on destinations, others on larger regions. It has become important from marketing perspective to showcase that tourism is built on sustainable basis even to the extent that it constitutes a competitive edge. While tourism is an increasingly important topic in regional development strategies, there are not always sufficient data to estimate the other costs (economic, social or environmental) and benefit returns comprehensively. There is more to tourism and benefits of tourism in rural regions than economic transactions and there is need to escape unsustainable tourism paths once tourism revives after Covid (Ionnades & Gyimóthy, 2020). While regional Tourism Satellite Accounts provide knowledge on tourism economic effects there are considerations on how different environmental and social indicators can shed light on local benefits? In Nordic context Regional Tourism satellite accounts have the potential of being a tool for transition if supplemented with additional measurable dimensions. There has been identified a need to seek and create synergies between development of local communities & tourism with broader perspectives and participatory planning (Bogason, Karlsdóttir & Broegaard, 2020, Aagaard Thuesen et.al, 2021). We wonder how tourism development locally is to fulfil economic, social, and environmental sustainability goals? To what extent does that require reorientation beyond the growth and quantity focus? Are perspectives of product development and strengthening of the local experience to support development of local communities involved a relevant approach and how do you develop an applicable indicator to assess that effect? To what extent can micro entrepreneurs significant qualities in relation to place branding be measured? We invite papers and presentations that discuss methods and approaches to capture sustainable tourism that can be of value in the local tourism development in rural regions.

**Title:** *Planning for a more sustainable tourism? A Pan Nordic analysis of Regional Tourism Strategies for rural areas*

**Authors:** Ágúst Bogason, Rikke Brandt Broegaard, and Anna Karlsdóttir

**Affiliation:** Nordregio

Sustainability is highlighted as a central issue in the national tourism policies of the Nordic countries and Tourism Development Plans (TDPs) provide an interesting source for analysing the degree to which sustainability concerns are integrated into the tourism sector at a sub-national level. This paper explores visions and goals for sustainable tourism development through a content analysis of 110 rural municipal, sub-regional and regional tourism plans from the Nordic countries - Denmark, Finland, Iceland, Norway, Sweden and Faroe Islands, Greenland and Åland. The TDP content-mapping is especially interesting, since these documents are formulated at the lowest administrative level(s) by tourism-related actors or planners at municipal, sub-regional and/or regional level. Although the majority of the TDPs mention sustainability in tourism development, the degree of which they operationalise the concept and integrate it into societal issues varies greatly. To better map the different operationalisation of sustainability in the regional TDPs, a typology for the extent to which—and whether—sustainability concerns were treated in the tourism strategies was created. Through matrix queries some patterns were identified that e.g., show that addressing negative experiences of tourism in a TDP influences how sustainability concerns are treated. An association is also observable between the process through which the TDP has been developed and the way sustainability concerns are treated. The paper therefore contributes to knowledge on how to better facilitate a development process of sustainable regional and local tourism strategies, where tourism development is intended to serve the local community and contribute to regional development.

**Title:** *Developing a Sustainable Tourism Indicator system for rural tourism destinations in Denmark*

**Authors:** Jesper Manniche, Rikke Brandt Broegaard, Jonathan Lindahl and Anne Thomas

**Affiliation:** Centre for Regional and Tourism Research (CRT)

While tourism is an increasingly important element in regional development strategies, especially in rural areas, the measurement of tourism impacts has rarely been measured systematically beyond the economic aspects provided by (regional) tourism satellite accounts. The growing attention of social and environmental impacts of tourism has accentuated the need for transitions of the sector towards more sustainability, ideally by contributing positively to the destinations while reducing the negative environmental footprint of activities. In response to this, numerous Sustainable Tourism Indicator systems (STI) have been elaborated worldwide.

In an ongoing project funded by the Danish Ministry of the Interior and Housing, researchers and DMO representatives collaborate to develop a STI system, encompassing economic, environmental, and social dimensions of sustainability, taking its point of departure in Danish rural and coastal destinations, to support their strategic efforts of creating, operating, and communicating more sustainable forms of tourism.

This paper presents the steps taken to develop a rural oriented STI, and the key dilemmas faced by participants. This involves the number of indicators and the related level of details of the STI system, whether indicators should be tailored to (individual) destination needs or comparable between destinations at a national level; and related to this, the data sources: Should they be based on nationally available registry or survey data or draw on data sources that may be available at local level, but not equally so for all destinations?

An empirical example of the STI system is presented in a subsequent paper.

**Title:** *The Impacts of Tourism on Sustainable Development in Rural Destinations: The Case of Bornholm*

**Authors:** Jonathan Lindahl

**Affiliation:** Centre for Regional and Tourism Research (CRT)

The local communities are influenced both positively and negatively by tourism. For instance, tourism has for long time been seen as a means for economic development, especially in rural areas. Therefore, there has been a great focus on measuring the economic effects of tourism, for instance using tourism satellite accounts. However, tourism is more than its positive impacts on the economic development. Tourism also has social and environmental impacts. These effects can both be positive (for instance, through social inclusion of citizens on the edge of the labour market) or negative (for instance, putting pressure on the use of natural resources). Therefore, there is a need to extend with social and environmental impacts of the tourism to get a broader sense of tourism impact in rural destinations. The European Travel Commission (ETC) has already selected and prioritizes 13 sustainable indicators, that can be used to compare between countries, cities, and destinations. This paper argues that to better reflect tourism impacts from a rural perspective, there is a need for a small extension and modification of the 13 ETC sustainable indicators. Consequently, it presents such an extended and modified proposal for sustainable indicators and shows their application in an analysis of data for the Danish island Bornholm. The method can be applied to other rural destinations, giving an estimate of key economic, social, and environmental impacts of tourism on the destination.

# Session 27: The new decade of tourism experiences – Everything has changed or has it?

Time: Thursday 23<sup>rd</sup> September 08:00-10:00 & 10:15-11:30

*10 presentations*

**Session organisers:** Juulia Räikkönen and Peter Björk

**Affiliation:** University of Turku

## **Description**

The Nordic scholars are at the frontline of tourism experience research. During the past decades, research interest has shifted from traditional themes, such as authenticity and motivation, to transformative and life-changing experiences. The COVID-19 pandemic is likely to lead to profound changes in the industry and the uncertain future requires research on the consequences of the pandemic and critical evaluations of the value of tourism experiences as they will continue to exist in one way or another.

The shift from the experience economy to the economy of meaning intensifies the ways of attracting and engaging tourists. New technologies continue to enhance and may even replace real tourism experiences. Besides smart tourism, we now discuss smart tourists and destinations. The measurement of experiences has shifted from service quality and customer satisfaction to experience value, highlighting the emotional aspects of tourism. Wearable self-tracking technologies and other tools previously used in laboratories only, have become mainstream. The economic recession of 2008 gave birth to staycations – the only possible form of current tourism in many countries. Furthermore, the pandemic has widened the “flight shame” related to the ecological crisis to “travel shame” that may even result in secret tourism experiences.

Despite the pandemic, tourism experiences remain a powerful resource of the global tourism industry. The new decade offers multiple paths for deepening the understanding of emotional tourism experiences in an era that has changed everything – or has it? The session gathers tourism researchers to share their theoretical ideas and empirical findings on co-creating meaningful experiences with the tourists of the new decade.

**Title:** *Evolution of nature-based tourist experiences from 1970s to 2010s*

**Authors:** Esko Sorakunnas

**Affiliation:** University of Eastern Finland

Tourism is a prime example of the experience economy and experiential consumption. It is driven by the consumers' quest for personal and memorable experiences that constitute consumer value. Hence, successful tourism practitioners need to know what their customers desire and in the best case, anticipate possible changes in their preferences.

Independent nature-based tourists' experience composition and evolution was examined in an arctic national park in Finland. Wilderness huts' guest book entries, voluntarily written by the visitors from 1970 to 2016, constituted multifaceted material that disclosed authentic visitor experiences. Purposively sampled 200 narratives underwent qualitative content analysis to disclose the main experiential themes during each decade as well as their longitudinal changes.

The main experiential themes were natural values, physical accomplishments, personal feelings of euphoria, freedom and self-renewal as well as social interaction. Although the examination was exploratory and qualitative, the frequencies of themes showed interesting stability over almost half a century; despite considerable societal, material and technological development since the 1970s and the rising popularity of outdoors recreation, national park visitors still seek similar experiences as their predecessors did. Hence, nature-based tourism practitioners need to safeguard these core values, but simultaneously, be prepared to develop innovative offerings for new customer segments.

Further information: Sorakunnas, E. (2020). Dimensions and drivers of national park experiences: A longitudinal study of independent visitors. *Journal of Outdoor Recreation and Tourism* 31 (2020) 100311

**Title:** *Exploring the practices of value creation in online experiences in sharing economy context*

**Authors:** Petra Paloniemi and José-Carlos García-Rosell

**Affiliation:** University of Lapland, Lapland University of Applied Sciences

The so-called disruptive force of the sharing economy seems to be able to create value for the tourists, for businesses, for the locals and for the destinations. The key catalysts for the development of the sharing economy has been the development of internet and platforms, and also, the tourists are looking for authentic experiences. The sharing economy seems to offer an easy access to local life, experiences and people at the destinations. Originally the idea is based on the noble idea of sharing and saving resources and the sharing economy is still characterized by elasticity that continuously creates new kind of value, new markets, practices, and transforms the old structures. During the COVID-19 pandemic the online experiences in sharing economy platforms have become more popular. A practice-based study was carried out on the practices of value creation in online experiences in sharing economy to learn more about the phenomenon. The data consists of interviews of the hosts, 38 written reflections of online experiences by guests and 8 group interviews with the guests. Although there is some research conducted on value creation in sharing economy, little attention has been given to value creation online. Considering this gap, we present the preliminary findings which shed light on the value and value creation practices emerging in online experiences in the sharing economy. The findings of the study may help tourism actors to learn more about the value and practices in the sharing economy and thus, support the sustainable and innovative development of experiences.

**Title:** *Positioning strategy of the island of Faial in the tourism of the Azores Archipelago (Portugal)*

**Authors:** Joaquim Antunes and Heitor Amaral

**Affiliation:** Polytechnic Institute of Viseu

Nature tourism is assumed to be a consolidated product in the Azores Tourist Region. Although, nautical tourism, is considered as a product with high potential, both in the Azores in general and, specifically, on the island of Faial, it is still considered a product under development. Looking at the nine islands of the Archipelago, a strong nautical vocation can be identified in the triangle islands (Faial, Pico and São Jorge) and, in the case of the first two, there is a strong connection to the whale watching industry and to a whole historical past linked to the hunting of the sperm whale. In this sense, the main objective of this work was to understand the importance of nautical tourism for tourists who visited the island of Faial, in the archipelago of the Azores. The methodology was based on interviews with the Maritime-Touristic Operators of the Island and the development of a survey of 160 tourists where the aim was to understand the importance of Nautical Tourism for the island. The results show that five factors related to nautical tourism on the island of Faial were identified, the most important being “the preservation and authenticity of the island”, followed by the factor “sports and adventure”. The satisfaction and loyalty index of tourists who visited the island was also analyzed, indicating very positive values. Finally, the limitations of the study and clues for future research are presented.

**Keywords:** Tourism; Nautical Tourism; Positioning; Faial Island; Azores.

**Title:** *Meal experiences 20 years later with research – a literature review*

**Author:** Kai Victor Hansen

**Affiliation:** University of Stavanger

In the early 2000s, research on the meal's aspects was started in Grythyttan, Sweden. They came up with 5 meal aspects that were important to restaurateurs. It was the product, the meeting, the room, the atmosphere and the management control systems. They were prepared based on Guide Michelin's inspectors.

The aim of this study was to investigate related articles concerning meal experience aspects to examine what new aspects have come to the last 20 years of research.

Database searches, conducted through Web of Science and Hospitality and Tourism, started with words in combination with “meal experiences aspects” and were narrowed down to the most relevant papers with words from. Ultimately, 148 of 33 downloaded papers from international journals were reviewed using the PRISMA statement map.

The preliminary findings expand the number of aspects around the meal experience that are important. This extension can be between 4 and 7 aspects. Here, a good number of analyses remain before the result can be presented in full scale. Some of the new aspects can give a more differentiated perception of the meal aspects.

Future research will, through focus group interviews with restaurant guests, reinforce both the old and new aspects.

**Title:** *Nothing has changed – a general principle of interestingness in tourist experiences.*

**Authors:** Svein Larsen, Katharina Wolff, and Torvald Øgaard

**Affiliation:** University of Bergen, University of Stavanger

Pandemics and other dramatic events may temporarily influence the objects of peoples' cognitions and emotions, but the ways mental life functions, does not change easily. There are no indications that biases, risk judgements, (ir-)rationality, the structure of attitudes and their relation to behavior, intelligence, personality, perception, memories, or indeed any other mental activity have changed, or will change as a function the current pandemic. As the Nobel-prize winning author Sigrid Undset put it, "The hearts of people do not change in any way in all times" ("Men menneskenes hjerter forandres aldeles intet i alle dager"), implying that crises and dramatic events will not change peoples' psychological make ups. This principle applies to the construction of tourist experiences too.

The construct of a tourist experience is unclear and understood in a variety of ways (Larsen, 2007; Larsen & Mossberg, 2007), but a clear understanding of this concept is crucial to the advancement of a sound theoretical basis for tourism studies. The present paper presents data from a series of studies exploring the very idea of the tourist experience sui generis (Larsen et al, 2019). While traditional tourist role theory (e.g. Cohen, 1972; 1979) implies that tourists' experiences are determined by their personality (as either novelty or familiarity seekers), a more fruitful approach could be to view the processes behind the tourist experience independently from personality (Teigen, 1985; 1987a;1987b;1987c). The data shows that, independent of personality, the cognitive processes creating the tourist experience are the same for all tourists. Another lesson to be learned from this paper is that tourists themselves rarely are aware of what creates an interesting experience, although they do know whether the experience is interesting or not.

**Title:** *Finnish luxury tourism experience product - service providers' perspective*

**Authors:** Riina Iloranta

**Affiliation:** University of Eastern Finland

The concept of luxury and luxury consumption has evolved through the last decades, shifting it towards experiential luxury and inconspicuous consumption. Furthermore, it has been noted that perceived value with luxury may consist of more intrinsic value elements, which are driven by self-related aspects rather than status. Therefore, the consumer may search for different kinds of luxury experiences than a traditional five-star luxury hotel provides. Consequently, this change also relates to the actions of luxury service providers, which this study aimed to understand. The study was conducted in Finland with eleven narrative interviews. The findings illustrate Finnish luxury tourism experience product and service provider's actions balancing with the own understanding of luxury, context, and consumer expectations. The service provider's goal is to offer favorable prerequisites for experiencing a hedonic or eudaimonic well-being experience for the consumer. The findings present a luxury tourism experience product in an unconventional context and implications for the service providers, where sustainability is one of the prerequisites for facilitating a luxury tourism experience, rendering authenticity and meaningfulness in the experience.

**Title:** *Conceptualising nature-based science tourism: A case study of Seili Island, Finland*

**Authors:** Juulia Räikkönen, Miia Grénman, Henna Rouhiainen, Antti Honkanen and Ilari E. Säaksjärvi

**Affiliation:** University of Turku

Nature-based tourism has been widely addressed, yet research on nature-based science tourism, founded on science, scientific knowledge, and/or engagement in scientific research, is still scarce. Drawing on tourist motivation, nature-based tourism, special interest tourism, and science tourism, a novel theoretical conceptualization of nature-based science tourism was developed. The framework identified three categories of science tourism with intensifying levels of tourist's scientific knowledge and tourist engagement: tourism based on scientific knowledge, tourism with scientific adventure or volunteering, and scientific research tourism. In the empirical part, the framework was applied to Seili Island, Finland, and tourist motivation to nature-based science tourism was examined through a survey (n = 518). According to results, tourists were interested in science and nature-based science tourism products, especially guided tours involving scientific interpretation but also in intensive scientific excursions. Learning was a dominant motivation, but enjoying nature and escape and relaxation were also significant. When moving from guided tours to more intensive scientific excursions, motivations diversified; besides learning, other tourist motivations also need to be addressed in developing nature-based science tourism experiences. The study contributes to nature-based tourism and underresearched science tourism literature and provides practical implications for developing nature-based tourism.

**Title:** The co-creation of the tourism experiences through gamification: What is next?

**Authors:** Mara Franco, Ricardo Correia, and Carmen Freitas

**Affiliation:** University of Madeira, CiTUR

The outbreak launched by the COVID-19 pandemic has fastened the digital revolution that is rapidly changing our world. Consumption patterns have changed, as consumers now focus on experiences, as in the tourism industry, searching for authentic and involving experiences guided by native people. These new experiences are powered by new digital technologies, that have introduced innovation in all industry sectors and that make the external environment more increasingly complex. The tourism sector is very involved in this digital transformation, as the consumer experience of digital tourists is always changing during the trip. New opportunities have emerged in the tourism sector and involving tourists in experiences using gamification techniques can enhance their satisfaction, brand loyalty and revisit intention. Therefore, the main purpose of this research is to uncover the trends of using gamification in the co-creation of tourism experiences, by making a systematic literature review based on previous applications of gamification techniques in other services, their impact on the co-creation level of the service and their impact on the satisfaction, brand loyalty and revisit intention. Adopting a conceptual approach, it is expected to have a set of major trends in gamification in tourism, that will contribute to theory with new insights about the tourism experience and to practice, where managers can adopt new marketing strategies to create new experiences through gamification, to raise the level of engagement and participation of the tourists in the consumption experience, nurturing their relationship with the customer in a new uncertain outbreak reality.

**Keywords:** co-creation, tourism experience, gamification

**Title:** *Workations - a re-defining, regenerative response to Covid-19: the convergence of work and leisure.*

**Authors:** Rose de Vrieze-McBean and Diane Nijs.

**Affiliation:** Breda University of Applied Sciences

The onset of the novel Corona virus pandemic has mandated the world to stop and take notice. In fact, not only does it need to critically observe the disease's profound impact on the environment, but it also requires that we are mindful of our contribution to the natural functioning of a holistic society. Within this context, work and leisure play a vital role in maintaining the dynamic equilibrium of contemporary civilizations. Furthermore, a prolongation of present-day practices could ensure both a continuation of the current pandemic and further guarantee the emergence of other similar maladies. Concurrently, work and leisure are at the core of our society: one is impossible without the other. Hence, a solution must be found to safeguard sustainability, irrespective of malaises such as Covid-19. Workations: an innovative concept, founded on the convergence of work and vacations, is one solution to the problem. This concept has emerged from a network of complex societal and environmental issues which necessitate agile and creative solutions.

Grounded on a Complexity Theory methodology (the implementation of complex and chaotic systems to construct order and structure) it was demonstrated that Workations could be an efficient response to lessening the consequences of the current pandemic on the global society while designing ample means for maintaining the balance between work and leisure. Implementation of such a practice could also be a regenerative response to effectuating sustainability and alleviating societal devastation to our planet.

**Keywords:** Workations, Covid-19, Complexity Theory, sustainability.

**Title:** *Memorable nature based tourism experience, place attachment and tourist environmentally responsible behaviour?*

**Authors:** Erose Sthapit, Peter Björk, Dafnis N. Coudounaris, and Sameer Hosany

**Affiliation:** Haaga-Helia University of Applied Sciences

As a direct consequence of the coronavirus pandemic (COVID-19), there has been an increased focus on nature based tourism activities. This study tests a new model of memorable nature based tourism (MNBT) experience by examining the effect of novelty, experience escape, experience co-creation, experience intensification and satisfaction on MNBT experience and the impact of such experience on place attachment. The study also examines the relationship between place attachment and tourist environmentally responsible behaviour (TERB). Using an online survey, data were gathered from tourists who have visited a national park within between January–March 2021. A valid sample of 206 tourists was used for data analysis. All the hypotheses are supported and the existing structures of factors explaining memorable tourism experience (MTE) in a national park context seem to be valid in a COVID-19 situation. This study's contributions include the extension of the MTE construct and the inclusion of key variables in the formation of tourists' MNBT, which further influences place attachment. The relationship between place attachment and TERB was also significant. The managerial implications include the need to offer new and diverse encounters for national park visitors during their visit. Guides and service staff at the national parks should be highly involved when visitors want to co-create their experiences by actively interacting with them.

**Keywords:** memorable nature based tourism experience, place attachment, tourist environmentally responsible behaviour

# Session 28: Tourism and hospitality work in precarious times

Time: Wednesday 22<sup>nd</sup> September 08:00--10:00

*6 presentations*

**Session organisers:** Susanna Heldt Cassel, Tara Duncan, Maria Thulemark, Trude Furunes and Olga Gjerald

**Affiliation:** Dalarna University, University of Stavanger

## **Description**

The current situation with the Corona pandemic, the climate crisis debate and at the same time the fast development of the so called “sharing”, “gig” or “platform” economy, may lead to the end of tourism and hospitality industry as we know it. An important, but under-researched topic that is closely related to transformations within the global tourism system is tourism and hospitality work under these new emerging and uncertain conditions. The industry is battling high turnover rates and is often dependent on women, migrants, young and often inexperienced workforce. Tourism and hospitality workers have been acknowledged as vulnerable and the work carried out as precarious, where wages, job security and power relations in workplaces are important issues to highlight. The concept of decent work from the global SDG's could be a starting point of these discussions. We would like to advance ideas, academic discussions and future collaborations in this field of study through this paper session. We welcome abstracts that address issues of tourism and hospitality work and workers in the current uncertain (post-COVID-19) time, the sharing/platform economy, “gig-workers” and tourism and hospitality work, gender and intersectional perspectives, issues of human resource management, skills and competence and discussions on power and subordination in tourism and hospitality work as well as new opportunities and challenges for future research in this area.

**Title:** *20 years of Nordic hospitality research: a review and research agenda*

**Authors:** Åse Helene Bakkevig Dagsland, Olga Gjerald, and Trude Furunes

**Affiliation:** University of Stavanger

The aim of the current paper is to provide an overview of the first 20 years of hospitality research in *Scandinavian Journal of Hospitality and Tourism*, to draw some lines to international hospitality research, and to propose a future research agenda.

The review provides a brief account of the main themes addressed in Nordic hospitality research including 1) hospitality as a concept and practice, 2) business strategy, 3) hospitality operations, 4) service encounters as performative work, 5) human resource management, and 6) labour market perspectives. Based on the content analysis of Nordic hospitality research published in *SJHT* presented above, an overview of issues related to tourism employment in the Nordic countries (Wamsley et al. 2020), and summary of trends in international hospitality research, we suggest following areas for future research in hospitality: 1) hospitality experiencescapes, real and virtual; 2) digital marketplace, innovation and hospitality consumer behaviour; 3) economic drivers of hospitality in a post-pandemic world; 4) new forms of service interaction; 5) changing role of hospitality employee; 6) power dynamics and the meaning of hospitality work.

**Keywords:** Hospitality management, work environment, Nordic

**Title:** *Hospitality workers' experiences during the COVID-19 pandemic*

**Authors:** Tone Therese Linge, Huseyin Arasli, Tom Baum, Åse Helene Bakkevig Dagsland, Tara Duncan, Trude Furunes, Olga Gjerald, Kai Victor Hansen, and Richard Robinson

**Affiliation:** University of Stavanger, Strathclyde University, Dalarna University, University of Queensland

#### Aim

This ongoing research study by the WITH (Workplace Inclusiveness in Tourism and Hospitality) research group aims to compare employees' experiences within the hospitality industry in Norway, Sweden, Scotland and Australia, and to analyze how employment relationship problems are managed. The COVID-19 pandemic led to extremely challenging conditions for hotel and restaurant workplaces worldwide, and with dramatic consequences for employees in the industry. Hence, this study aims to increase knowledge about how employees in the hotel and restaurant industry in the different countries experience and handle workplace challenges in light of the pandemic. The study further aims to gain insights into hospitality workers' experiences of conflict, bullying, harassment and psychological strain. The study is rooted in the UN's sustainability goal 8, which promotes inclusive and sustainable economic growth, employment and decent work for all.

#### Method

The data will be collected through an online survey that will be distributed through social media channels and trade unions. The survey has already been conducted in Scotland and is planned to be launched with some modifications in Norway, Sweden and Australia around June 2021. The survey sample will consist of employees in the hotel- and restaurant industry in each of the countries. The quantitative survey results will be followed up by qualitative interviews.

#### Findings

This is an ongoing study where the data collection is still under process. Preliminary results from the survey will be presented during the conference.

**Key words:** Hospitality, workers' experiences, COVID-19, decent work, psychosocial work factors

**Title:** *Hospitality work in precarious times: a case from Iceland*

**Authors:** Magnus Asgeirsson and Iris Hrund Halldorsdottir

**Affiliation:** University of Iceland

The paper examines the responsiveness and internal communication of hospitality organizations, during the first outbreak of COVID-19 in Iceland, early spring 2020 from an employee perspective. Crises are unpredictable, impossible to control events and unfold at fast pace when least expected. Organizations that take control of such situations in a proactive manner have generally fared better, coming out of the situation, than those who do not. It is therefore imperative to have an action plan in place beforehand, that is put to action when an unexpected situation arises. This is not the least important when it comes to internal communication that plays a key role in setting employees at ease, so they continue to work in the best interest of the organization.

Semi-structured interviews were conducted with 10 individuals, all with extensive experience in the hospitality industry as well as minimum three years' experience in the Icelandic tourism scene. Interviewees were employed cross sections, part of a chain as well as small operations.

Findings suggests that during the first outbreak of COVID-19, internal communication was little to none, and if there was any it seemed chaotic and unreliable. Message given to the employees in some instances contradicted external communication on companies' webpage, by other managers or employees, in the media by authorities or other stakeholders. Managers did not approach employees proactively but reacted to questions and concerns raised, to best of their ability, admitting lack of knowledge in this regard or pointing to the government information available. It was therefore the interviewees perception that there was no strategy, at least if there was one it was poorly executed and not proactive and the message unanimous amongst managers.

**Title:** *Hosts, hospitality workers and sex trafficking in the platform economy*

**Authors:** Susanna Heldt Cassel, Tara Duncan and Maria Thulemark

**Affiliation:** Dalarna University

This paper aims at analyzing the role of hospitality workers in relation to prostitution and sex trafficking. We specifically focus on the evolving new relations between host and guests in the context of the platform economy in accommodation and connected to this, different possibilities of establishing safe and secure workplaces for staff. As a host of an AirBnB or as a worker at a hotel or a camping site, you are often expected to deal with, try to prevent and report suspected prostitution and/or human trafficking. Since booking and customer relations is carried out through intermediaries at platforms to an increasing extent, the relation to the guest has become de-personalised. Through a pilot study on AirBnB hosts combined with interviews with hotel and camping site managers, we explore how hospitality workers negotiate and deal with unwanted guests and criminal behavior. Using content analysis of on-line community forum entries written by AirBnB hosts this research presents an analysis of how hosts seek help and find solutions to prevent sex trafficking. Drawing on the main themes of discussion (i.e. host's solutions; support from AirBnB; the reviewing system and; the personal views of hosts on sex work(ers)/prostitution and safety) this paper takes a first step into studies on crimes within the platform economy related to tourism and hospitality work. The study also adds to the scarce research on sex trafficking seen from a tourism and hospitality point of view.

**Title:** *The elf and the self: Affect and emotion in the labour of elves*

**Authors:** Albina Pashkevich, Tara Duncan, and Teija Tekoniemi-Selkala

**Affiliation:** Dalarna University, Lapland University of Applied Sciences

Making Christmas seem 'real' year round is the goal of the elves based in Rovaniemi in Finnish Lapland. Whilst visitors come to see 'Santa', it is the elves that spend substantial periods of time with tourists convincing children and adults alike of the magic of Christmas (and Santa), compared to the few minutes that visitors actually spend with Santa. Rather than focussing on the affectual nature of the tourist's engagement with a destination, this paper focusses on the affect and emotion in the labour of the elves. The elves are entangled in their roles resulting in tensions with being both human and an elf. The tensions these workers face through remaining in character and trying to 'please' visitors and management causes emotional responses that cause them to reflect on their roles. Using data semi-structured interviews, we make use of the concepts of affect and emotion as a way to give voice to the elves and their labour. The paper contributes to the growing literature on emotion and affect in tourism studies by showing that understanding the emotional engagement of the tourism worker is necessary to appreciate the creation of a transformational tourist experience.

**Title:** *Volunteer tourism: Motivations of WWOOFers traveling to Norway*

**Author:** Reidar J. Mykletun, Ingeborg Nordbø, Monica Segovia-Pérez, and Javier Segovia

**Affiliation:** University of Stavanger

This is the first large study to establish a motivation profile for volunteer tourists who are members of World Wide Opportunities on Organic Farms (WWOOF), which is unique in operating in industrialized countries and being non-profit, while all volunteers find their own host and make an individual agreement. The WWOOF network is also one of the few travel arrangements that have received and hosted international visitors during the COVID-19 pandemic. Factor analysis of survey data from 1,184 respondents from 83 different countries who had signed up to WWOOF in Norway, revealed seven primary motivations: Immigration, Escapism, Genuine Norwegian Interest, Sustainable Lifestyle, Cheap Travel, Constraints, and Secondary Image. Pull motivations were stronger than push motivations; two factors combined push and pull motivations. Six of the factors were interpreted as self-interest and one as altruistic motivation. Only the sustainable lifestyle factor was relevant to the WWOOF philosophy. Motivation was associated with previous WWOOFing experience and partly by gender.

Key words: WWOOF, volunteer tourism, motivation, sustainability, Norway, COVID-19

# Session 29: City tourism development – challenges and possibilities of mobile future

Time: Wednesday 22<sup>nd</sup> September 10:15-12:00

*4 presentations*

**Session organiser:** Göran Andersson

**Affiliation:** Södertörn University

## **Description**

Most of the population lives, and a significant proportion of their production takes place in urban areas in a modern society. During the last years, city tourism has increased considerably and has still a development potential.

However, there is a risk that tourism may consume too much resources because it is mobile in nature. This also raises questions related to global warming. Instead of using flights to destinations to far-away destinations, the use of public transport to domestic destinations will have to be given new consideration. The conflict between residents' and visitors' use of the destination space can result in over tourism. Therefore there is a need for improved transport systems, attractions in new places and better coordination of visitor streams within the city.

Furthermore, the Corona pandemic has caused severe problems for people's health. But also, for tourism and the hospitality industry, which must be managed in a different way.

The number of residents increases in many cities, and several have started to plan regional city centres with specific functions such as “the smart city” using both today's popular smartphones services (apps) and new IT-solutions. In addition, digital solutions could be added when planning professional meetings.

In the general city context leisure activities have to be better planned for both residents and tourists. Cities can be seen as gateways from where visitors both start and partly experience their journey. Therefore destination developers and tourist companies must plan a tourism product as a whole.

The function of tourism is embedded in a network of social and economic realities and therefore has a potential to improve destination employment and economy. This calls for new forms of policies concerning city development, where Destination Management Organisations (DMO) can play an important role.

We invite both conceptual and empirical papers on challenges for future city destination tourism, in particular concerning development areas and problematic questions.

**Title:** *Swedish Civil Society sector as organizer and producer of City Festivals: Example the Persian Fire festival*

**Author:** Saeid Abbasian

**Affiliation:** Södertörn University

In 1981 several enthusiastic Iranian students started the Caspian Sport Association in northern Stockholm and organized a common celebration of the Fire Festival for the members and their families. Five years later, an even bigger organization called House of Iran was established and took over the celebration arrangement with better resources and support from Sundbyberg Municipality. In 1994 the Iranian National Federation in Sweden (INF) was established and they gradually became the organizer of the celebration in Stockholm. After 2009 the Swedish National Turing Theatre (Riksteatern) became an actor in organization and celebration of the festival in Stockholm's downtown. While during the first 25 years the festival was strongly delimited to the northern suburbs and was locally known, the arrangement by Riksteatern since 2009 contributed to huge attention to the festival in the city, in the country and later in the whole world.

Sweden is a country with a strong civil society sector and rich tradition of associations and non-profit organizations (Voluntarius.com). One of the areas the civil society is strong in is the production of urban festivals (Andersson et al., 2009). The aim of this research is to describe the historical evolution of the Fire Festival in Stockholm from a perspective of Swedish Civil Society sector and thereby analyze the success factors over the years. Initially, a qualitative method consisting of primary and secondary sources has been employed.

**Title:** Psychosocial wellbeing as the outcome of the City festival celebration

**Author:** Saeid Abbasian

**Affiliation:** Södertörn University

Multicultural festivals contribute to strengthen multicultural societies through positive psychosocial, social and cultural benefits for individuals, groups and communities/societies (Lee et al., 2012). Especially, these includes positive feelings and emotions that are created with attendees in the festival (Kim et al, 2016).

The purpose of this descriptive research is to get an understanding of the Persian Fire Festival's visitors in Stockholm and their subjective reasoning around the feelings and emotions that are created through their celebration. 280 visitors/attendees answered to the question "What emotions does it evoke to celebrate the Fire Festival with you?" that was included in an online questionnaire. Excepting a few irrelevant answers, the predominant majority gave clear examples of positive feelings and emotions and some of them mentioned up to six feelings. Happy/happiness has been the most expressed feeling. The other frequent feelings have been: welcome the spring and the new year; pride/proud; community; belonging and togetherness; nostalgia; and home feeling. A very few people also mentioned sad feelings such as homesickness and missing family. The results show an overall positive impact of the festival celebration on the visitors' psychosocial well-being. They also give rise to the question how such festival arrangements through increased positive feeling can contribute to stronger feelings of identity, belonging and community and thereby results in better socio-cultural integration of these people into the society.

**Title:** *City festival arena and its impact on the attendees' overall satisfaction*

**Author:** Saeid Abbasian

**Affiliation:** Södertörn University

Places as social constructions create meaning, identity, emotions and attachment for individuals (Knox and Marston, 2016; Massey, 1995). This can also be applied for festival arenas as well (e.g. Davis and Martin, 2014; Kim, 2017). Authors (e.g. Lee et al., 2008) emphasize that the choice of festival arena has a significance for the visitors/attendees' overall satisfaction with the festival in issue.

The purpose of this study is to investigate how the Skansen arena in Stockholm, that has a high symbolic value for all Swedes, is assessed by the attendees of Persian Fire Festival in March 2019. An online questionnaire with qualitative and quantitative questions was used during April 2019 and resulted in 280 completed questionnaires by attendees from several ethnic groups. The results indicate high level of satisfaction with the arena that gives the attendees positive emotions, meanings, place attachment, place identity and a sense of place. The high status of the arena that gives pride and dignity; security and safety of the arena; its size; and its natural beauty have been the most contributing factors. Lack of accessibility and sufficient public transport have been the most negative factors. This paper gives a contribution to existing literature on festival arena and its importance for the attendees. Such symbolic arenas create stronger identity for immigrant groups and may become platforms for mutual cultural interaction with the host society.

**Title:** *"Visit attractive sustainable cities - Visit functional supply and visitor experience demand in a city destination"*

**Authors:** Göran Andersson

**Affiliation:** Södertörn university

Today there is a discussion how urban areas can be developed in the future compared with the number of residents, public sector and industry in Sweden. The city regions are also very attractive for visitors (Maitland & Ritchie, 2009). However, will the Corona pandemic demand more local sustainable products with reduced transports?

In Stockholm destination there are eight regional city centres and also a large peri-urban area (Stockholm county council, 2018).

The tourism industry influence strongly on the development of cities with their suburbs through innovation, entrepreneurship etc. (Bellini & Pasquinelli, 2017). The companies have to consider to develop new attractiveness concept which is even more important after the pandemic, such as new hybrid products and local product packages based on visitor streams.

The destination character is a base for the supply and its matching image. Some suburb environment are associated with negative image, but still they have a great potential (Andersson & Abbasian, 2018).

The research purpose is to investigate the visitor attractive functional supply in a regional city and its image, and how it can be related to visitors experience demand.

The visit functional supply is investigated by in-depth interviews of tourist experts, and the visitor experiences by semi-structured interviews and a quantitative investigation using the Analytical Hierarchical Process.

Typical visit functional supply based on visitor streams in regional city centre, and typical experience demand for various visitor categories are identified and developed into a model of smart city centres. In addition, attractive image aspects of city and regional centres, and transformed city tourism products with new destination actors.

# Session 30: Staying with the trouble of cruise communities in a post-covid world

Time: Thursday 23<sup>rd</sup> September 13:00-15:00

*2 presentations*

**Organisers:** Hindertje (Hin) Hoarau-Heemstra (organiser), Karin Wigger, Carina Ren and Albina Pashkevich (co-organisers)

**Affiliation:** Nordic Cruise Research Network

## **Description:**

Until 2020, cruise activities have been growing rapidly in Arctic and sub-Arctic regions due to increased mobility, climate change and international interest to experience the nature and societies of the Arctic. The Covid-19 pandemic brought a sudden halt to Arctic cruise tourism in 2020 and left many communities wondering if and how cruise tourism will pick up in a post-Covid world.

Arctic cruise tourism can be an interesting business opportunity that has the potential to provide additional income for coastal communities. However, sustainable development is necessary to mitigate and prevent negative impacts from the tourism industry (either in the case of over-tourism or under-tourism) and to protect local natural, social and cultural resources.

In this session we welcome researchers to present studies addressing ecological, economical and societal aspects of cruise tourism in the Arctic. In search for an optimal balance for Arctic cruise activities, we like to discuss what kinds of challenges and possibilities have been identified from the perspective of local communities and the cruise industry and how Arctic tourism communities are defining, governing and implementing the principles of sustainability in order to prevent negative impacts from the cruise tourism industry. Qualitative case studies as well as quantitative studies are welcomed to this session.

A group of researchers affiliated to the Nordic Cruise Research Network will start the session with Pecha Kucha to present a short presentation of the project 'Caring4Cruise - Sustainable Arctic Cruise Communities: from practice to governance' that runs from September 2020 until the end of 2023 (funded by the Research Council of Norway).

**Title:** *Resilience to cruise tourism: insights from Northern Norway and Svalbard*

**Authors:** Karina Eline Knutzen, Hin Hoarau Heemstra, and Karin Andrea Wigger

**Affiliation:** Nord University

Given rapid economic, environmental, and social changes in the Arctic, resilience is regarded as a key aspect for the long-term viability of communities. Resilience is understood as the capacity to absorb disturbance and re-organize while undergoing change (Walker et al., 2004). We focus on cruise tourism as driver of change, which has the capacity to influence resilience of Arctic cruise communities. For example, cruise tourism can provide opportunities for novel income sources and infrastructure development building resilience of Arctic cruise communities (Lassere and TÊtu, 2015). Crowding and environmental degradation may challenge the resilience of these communities (James et al., 2020). To get a more nuanced understanding of how cruise tourism influences resilience of Arctic coastal communities, we are currently reviewing 106 newspaper articles on cruise tourism in Northern Norway and Svalbard. We apply a stepwise coding approach to systematically analyze the newspaper articles. In the first step, we identify cruise practices discussed in the newspapers and the impact these practices have on the cruise communities. In the second step, we discuss inspired by the literature on resilience and tourism practices, themes related to cruise practices and the influence on resilience. Our tentative analysis suggests that cruise tourism practices, such as mass excursionist visits and offerings from the tour operators lead to changes at the micro level (e.g., local businesses and residents), meso level (e.g., local tourism network and industry collaboration), and macro level (e.g., governance of common goods and tourism taxes), which in turn influence the resilience of Arctic cruise communities.

**Keywords:** Cruise tourism, Resilience, Tourism practices, Arctic communities

**Title:** Community perceptions of biocultural changes during the COVID disruption in Ketchikan, Alaska

**Authors:** Christina T. Cavaliere, Julia R. Branstrator, and Rebecca (Becky) Niemiec

**Affiliation:** Colorado State University

The authors have designed and conducted an empirical study focused upon perceptions of residents of Ketchikan, Alaska, regarding perceived changes in biocultural diversity since the reprieve from business-as-usual due to the COVID-19 pandemic. The authors present early findings from this qualitative study conducted in the southeastern fjords of this Alaskan coastal community. Ketchikan is a unique location shaped through industrial epochs requiring adaptations to complex detrimental impacts such as from the cruise industry and the ongoing COVID-19 pandemic. Ketchikan is a part of the Revilla Island/Cleveland Peninsula bioregion (RICP) with one of the highest levels of biodiversity and five of the most productive watersheds (The Nature Conservancy, 2018) in Alaska.

The stoppage of human mobility has urged examination of the critical vulnerabilities of fishing and tourism dependent livelihoods of Southeast Alaskan residents. These communities have also experienced various environmental, economic, climate change and sociocultural impacts from the rapid growth of the cruise tourism sector prior to the global pandemic. Travel limitations within transnational waters have spurred Southeast Alaskan port towns to seek economic recovery and resilient redevelopment strategies. These inextricable relationships create complex impacts within a social-ecological system.

This study implemented a milieu of social-ecological systems (SES) theory that framed the interview schedule, eliciting participant experiences regarding changes to biocultural interrelationships during the pandemic. Thus, SES and sense of place methods guided the research exploration of the complex and interconnected relationships within biocultural diversity impacted by cruise tourism and now the global pandemic.

# Session 31: Advancements in Event & Festival Research

Time: Wednesday 22<sup>nd</sup> September 08:00--10:00

*8 presentations*

**Session organisers:** Tommy D. Andersson, John Armbrecht and Erik Lundberg

**Affiliation:** University of Gothenburg

## **Description**

There has been an accelerating growth in events and festivals with respect to frequencies, purpose, content, form and popularity. The current festivals and events constitute a new wave within the experience economy, a new type of travel and leisure activity as well as a development within the flora of cultural expressions. Under certain conditions, this new wave seems to contribute to sustainable development of places and their local identities, to branding of places and marketing of regions, development of tourism and bridging gaps between locals, and between locals and visitors. They may enhance self-esteem and pride among local inhabitants in relation to own area, and facilitate their (re)discovery and (re)learning processes related to cultural and tangible items. However, there are also implications, dilemmas, paradoxes and controversies connected to events and festivals that can encumber a development in more sustainable directions. Notably, since early 2020 there are practically no physical events or festivals organized in the Nordic region due to the COVID-19 pandemic. How will this impact organizers and event visitors (digitalization, mobility, quality of life, bankruptcies of organizers...)?

The session is open to anyone who would submit their paper on event and festival related issues, and will contain a range of papers discussing various aspects of event and festival (tourism) issues. The objective of the session is to broaden and build relationships between researchers interested in this field in the Nordic countries and beyond.

**Title:** *The challenges of creating destination narrative through free-to-attend events*

**Authors:** Tim Brown and Claire Eason-Bassett

**Affiliation:** University of Chester, University of Northampton

There are many examples of public, free-to-attend events forming a central part of destination management programmes with the intention of creating the destination narrative, attracting visitors and building the profile of a specific location. However, these events frequently exist in a precarious and challenging balance of safety, resourcing and stakeholder expectations.

Community events have always been a cornerstone of local life (Getz & Page, 2020; Ferdinand & Kitchen, 2017; Shone & Parry, 2019), but these events have evolved significantly in recent years and have become annual traditions and part of the wider destination calendar. The communities around the event expect the event to happen, that they will be able to attend without charge and that it will be a safe and enjoyable experience. For these events, the tangible challenge is ensuring safety within the financial resources available, particularly when public funding is minimal.

This session will explore our research using festive case studies from Cornwall and Chester into the balancing act that free-to-attend events have to achieve, considering effective safety management, efficient resourcing (including skills and knowledge), and managing the expectations of stakeholders. We will propose tools and approaches for achieving the balance and sustainably developing these events.

The impact of free-to-attend events is significant in terms of profile, community engagement, local economic impact, and in creating the destination brand. To conclude, we will consider how destinations can capitalise on these benefits and mitigate the challenges through collaboration, skill development, resourcing and strategic risk analysis.

**Title:** *An exploration of lasting festival experiences using self-recorded shared memory conversations*

**Authors:** Maarit Kinnunen, Emma Wood, Yanning Li, and Jonathan Moss

**Affiliation:** University of Lapland, Leeds Beckett University, University of Surrey

Our aim was to explore the differences between individual memories and those negotiated with peers. A better understanding of how memories evolve through sharing and the meaning of these to the sharer has important implications for event marketing and experience. This paper critiques the novel methods used in the study.

Participants recruited a friend with whom they had attended the same festival. They were asked to self-record their individual memories and then record a paired conversation where they shared their memories.

The method provided privileged access to often intimate memories that would not normally be shared with researchers. The paired conversations produced self-perpetuating flowing narratives.

Participant recruitment was challenging. In Finland, 796 emails were sent to get 14 pairs, 43% of whom dropped out. In the UK, 12 of the 250 festival-goers contacted agreed to take part, but only 4 pairs completed the tasks. In China, 100 emails gained only 2 pairs with others recruited through social media and snowballing. A minor challenge was that participants felt uncomfortable talking to themselves for the individual recording.

The benefits in gaining in-depth material, largely uninfluenced by the researchers, far outweighed the limitations. The method also overcame the fieldwork challenges created by the Covid pandemic since neither the participants nor the researchers needed to meet.

Our next steps are to do justice to this emotion-rich highly personal data. Our initial analysis already shows links to the literature on memory malleability, memory synchronisation and the influence of shared memory on attitudes and behaviour.

**Title:** *Nature Impacts from a Participant Sports Event – Preliminary Results from a Swedish Mountain Marathon.*

**Authors:** Axel Eriksson

**Affiliation:** Mid-Sweden University

Recreational leisure has recently gone towards characteristic of sports. Previously considered nature visit was without any competition, recreation in nature changes to be an experience with competitiveness. Participate in sports events has become one means to experience nature and landscapes and visit new places. While outdoor recreation research extensively covered nature from high visitor numbers and different activities, the direct effect on nature from these new emerging organized events is less researched. It calls to understand what the impacts are and how they are perceived. The study case is the annual weekly KIA mountain marathon, with nine races and around 1000 participants. The races cross landscape used by many actors and inhabitants; a living space, rain deer grazing land, nature reserves, and more. The study takes two perspectives. One is through interviews and observations to understand the experience of impact from the local population and stakeholders. The event short but impactful occasion illustrates what sustainability deem important for them. The second is from the participates. With photo-elicitation, the participants are asked to capture their imprint on nature, capturing both the experience and describing the impact considered important, and reflect on how they can act in nature. In the data collection in June and August, the preliminary result is presented.

**Title:** *Paradox of the spectacle: Western tourists' simulated experience of Asian cultural performances*

**Authors:** Asif Ijaz and Frank Lindberg

**Affiliation:** Nord University Business School

This article contributes to explore and discuss Asian weddings as an emerging tourists' attraction and destination for Western tourists who travel to experience culture-based performances in Asia. Weddings are well-known as religious ceremonies, nevertheless, wedding rituals are now being marketed as enchanted cultural experiences that can provide deep immersion and transformative experience. Previous research argues that crossing-culture experiences are stressful and overwhelming, however, our findings from empirical data from paid- and un-paid (invited) tourists show how Asian weddings become a Western spectacle because it is resumed as an enchanted festive moment which is simultaneously real and imagined. We can therefore find contemporary evidence of weddings as traditional archaic, modern and postmodern spectacle – at the same time, however with varying symbolic value. We discuss the paradoxes of the spectacle and the consequences for tourism when religious rituals turn into cultural performances.

**Keywords:** Spectacular consumption; crossing-culture experience; culture-based performances, weddings; paradoxes; immersion; transformation

**Title:** *The relevance of evaluation models for legacy of events used by a regional tourism office.*

**Authors:** Tommy Andersson, John Armbrecht, Henrik Jutbring, and Erik Lundberg

**Affiliation:** University of Gothenburg

Event legacy, defined as long-term impacts on the society after the closure of an event, are important for event organizers to justify the existence and legitimacy of events. The local population and politicians often base their support or resistance to an event on the assumed future legacy of the event.

Various models and evaluation schemes have been proposed by academics (Andersson, 2019, Chappelet 2012, Gratton & Preuss, 2008) based on empirical evidence from predominantly large events and mega events.

This study has a focus on small events in a Swedish rural area and the objective is to discuss event evaluation schemes used by the regional destination management office in relation to evaluation schemes developed internationally by academics.

Particular attention will be given to environmental effects, the sustainability of an event and the process to develop evaluation schemes in rural contexts.

The evaluation schemes presently used by the regional destination management office include "The Funnel" and a developed version called "The Sustainable Funnel". Another scheme used is "The Sustainability Step Forwards" developed by the national tourism organization. The academic alternatives are based on Andersson, 2019, Chappelet 2012 as well as Gratton & Preuss, 2008.

The discussion and conclusions raise issues related to sustainability, scope of analysis and a proactive process of event planning to consider legacy already from the beginning of planning an event.

**Title:** Building Resilient Event Sector in Times of Uncertainty

**Authors:** Luiza Ossowska, Grzegorz Kwiatkowski, Marianna Strzelecka, Dorota Janiszewska, Dariusz Kloskowski, and Ove Oklevik

**Affiliation:** Koszalin University of Technology

COVID-19 has led to a lockdown of local, regional and even national economies for months. Numerous business and social activities have stopped completely or slowed down, in some cases for months. Event sector is one of the most severely affected leisure industries. It continues to suffer from COVID-19 restrictions coupled with people's fear to interact and changing preferences of how people spend their leisure time.

Saving the event sector requires a better understanding of its problems, whereas increasing its resilience through targeted solutions is mandatory. This can be difficult as the COVID19 pandemic created fear of face-to-face interaction, putting independent, smaller, and non-commercial events at risk of closure due to high costs and low-profit margins.

Against this background, the proposed study will provide insights into event sector sustainability by discussing sources of resilience and transition towards the post-pandemic context of Poland. The study rationale lies in the need of an up-to-date knowledge and knowledge-based tailored solutions to build resilient event ecosystems in the new reality.

Because resilience is a forward-looking concept that helps explore policy options for dealing with uncertainty and change. For events sector, resilience can act as a catalyst for change and transformation, allowing those event systems to reinvent themselves in the new post-covid19 realities. Such resilience is more than a system's capacity to recover to the state that existed before the disturbance, and in fact, it can advance the 'system' through learning and adaptation.

This research draws on this theoretical insight from Cutler et al. (2008) to conceptualize event resilience as the intersection of three core characteristics: resilience, adaptability, and transformability.

We used a mix-methodological approach, that combines quantitative data (200 surveys) with qualitative insight (15 interviews). The work is currently in progress, and the first general conclusions are that the event sector resilience depends on organizers' creativity, cooperation and passion.

**Title:** *Time to get the ball rolling - Sports and outdoor events as drivers for immigrants' social integration*

**Authors:** Parisa Setoodegan, Lusine Margaryan and Robert Pettersson

**Affiliation:** ETOUR Mid Sweden University

In the recent years, integration of immigrants has become an urgent issue in the Nordic countries. Given the importance of outdoor recreation and events for the Nordic societies, it can be assumed that engaging in these activities is an important step towards social integration. There is a long tradition of international research and accumulation of longitudinal data on trends on outdoor recreation and events in the Nordics. Similarly, there is abundance of international research focusing on integration and sports. However, involvement of immigrants in outdoor recreation and events beyond sports has not received sufficient research attention and has largely remained a 'blind spot'. In this article, we present a study aiming at understanding how outdoor recreation and events can be used as drivers for social integration of immigrants. The article is at the theoretical intersection of migration, integration and the role of sports and outdoor events in immigrant integration. The empirical material is based on nineteen semi-structured interviews conducted with immigrants in Jämtland County, Sweden. While the results corroborate previous research that sport and outdoor events provide a potential arena for social integration, it is also evident that citizens of immigrant background face a range of internal and external barriers on the way to start actively engaging in these activities. More research is needed to support both participants and event organizers in creating and engaging in more inclusive and accessible outdoor recreation and events.

**Keywords:** Sports, outdoors, events, immigrants, social integration.

## Session 32: Other themes

Time: Wednesday 22<sup>nd</sup> September 13:30-14:45

*3 presentations*

**Session Organiser:** Minna-Maarit Jaskari

**Affiliation:** University of Vaasa

Research topics not included in the sessions listed, relevant to the symposium theme.

**Title:** Motivation-based segmentation of Visitors to a UNESCO Global Geopark  
**Authors:** Suzanne Amaro, Nair Chaves, Carla Henriques, and Cristina Barroco  
**Affiliation:** Polytechnic Institute of Viseu

Given the sustained growth that Geotourism has experienced worldwide, it is crucial to gain a better understanding of geotourists. Therefore, the purpose of this study was to examine tourists' motivations for visiting geoparks, segment them accordingly and characterize each segment. An online questionnaire was developed to collect information from visitors of the Arouca Geopark - UNESCO Global Geopark and was completed by 603 who had visited this park at least once. Respondents were asked about their motivations for visiting the park using 18 items that were combined into five dimensions through an exploratory factor analysis. These dimensions (escape from routine, nature and adventure, knowledge-seeking, socialization, sports and adrenaline) were the basis for a cluster analysis that revealed four segments of visitors: the Want It All geotourists (representing 27% of the sample), that have the highest levels for all motivations; the True geotourists (19.9%) which highest levels of motivations were on the three motivations that typically define a geotourist: nature/adventure, knowledge seeking and socialization; the Sporty and Adventurous geotourists (34.4%) whose strongest motivations were sports/adrenaline and escape from routine; the Accidental geotourists (18.6%) who scored lowest for all motivations and are motivated essentially by the escape from routine and by nature/adventure. These segments were then further profiled based on other variables such as age, gender, satisfaction, quality of experience, among others. The segmentation and description of each segment found in this study provide a better understanding of the typology of visitors to Geoparks, which is crucial for better management of such places.

**Title:** *Holiday well-being emerging from sauna bathing. Insights to travelers' well-being from experiences with the Finnish sauna culture*

**Authors:** Hannele Kauppinen-Räsänen, Minna-Maarit Jaskari, Henna Syrjälä, Hanna Leipämaa-Leskinen, and Jon Lahti

**Affiliation:** University of Vaasa

Contemporary research has recognized wellness being an increasingly crucial aspect of tourism. Holiday wellbeing relates to a traveler's short-term desire for well-being, a sense of contentedness, that is perceived during a trip and that potentially affects an individual's overall well-being. Sauna bathing is recognized as part of human well-being and a trigger to wellness tourism in Finland. Moreover, the Finnish sauna culture is recognized as a World intangible cultural heritage.

In the Finnish culture, sauna bathing is part of the national culture providing an ordinary experience for inhabitants, but an utmost extraordinary experience for tourists. Past research has focused mostly on specific characteristics of the sauna and the health benefits of sauna bathing, however, there is a lack of understanding on how the experiential value of sauna bathing is constructed among tourists. To fill this gap, the purpose of this paper is to investigate how the multidimensional experience value of sauna bathing is constructed.

The qualitative data were gathered through 31 face-to-face interviews with 41 hotel guests at sauna departments in five hotels in Finland in 2020. The rich data was analyzed abductively using the consumer value framework as an analytical tool. The findings reveal how sauna bathing is a holistic, multifaceted, and multidimensional experience resulting from several different types of consumer value; economic, social, hedonic, and altruism. The study provides insight to multiple marketplace actors, such as service providers, health professionals, and tourism destination marketers, on understanding the experiential value of sauna bathing in holiday well-being.

**Keywords:** Holiday well-being, consumer experience marketing, sauna bathing, sauna experience

**Title:** Tourist destinations and travel routes in Iceland

**Authors:** Gyða Þórhallsdóttir, Ólafsson, R., Guðmundsson, R., Árnason, Þ.

**Affiliation:** University of Iceland

Iceland has traditionally been a nature and a summer destination with high tourism seasonality. It has long been the aim of the Icelandic government to create a whole-year industry as widely in the country as possible, by distributing visitors more evenly both spatially and temporally. For the whole country to benefit optimally from this new industry it is important to understand seasonality, where tourists stop to visit and their main travel routes from one site to another.

The aim of this study is to analyse which sites foreign tourists visit during their stay in Iceland and, whether clear travel s or patterns within the country can be discerned. Iceland is an island, and the main entry/exit gate is Keflavík International Airport, used by 99% of all foreign tourists. Tourists are counted when leaving the country so nationwide information is available about the total number of tourists. Tourists are also counted at main nature destinations. Furthermore, questionnaires are regularly used to gain specific information about tourists, their perception of travel in Iceland, length of stay, mode of travel, etc.

In this study, questionnaire data collected by Tourism Research and Consulting is used together with data from vehicle counters operated by The Icelandic Road and Coastal Administration on main roads, and data from vehicle counters at main nature destinations. Data for the year 2019 will be presented and analysed. The main travel routes will be identified and analysed, as well as the degree of seasonality at main tourist destinations.



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