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Peer2Peer (P2P) International: 10 years of Pro-activist and Impact-oriented Collaborative Research, Consultancy, and Teaching Practices

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Title: *Peer2Peer (P2P)* International: 10 years of Pro-activist and Impact-oriented Collaborative Research, Consultancy, and Teaching Practices
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Abstract:
      Travel and tourism, in their multiple manifestations, are deeply embedded in the fabric of contemporary society. They are increasingly accessible to a heterogeneous audience, but struggle to address global challenges, such as sustainable development, conflicting economic and power interests, questionable governance practices, climate change, security, and peace.
Given these struggles, travel and tourism need adaptive strategies, policies, and practices contributing to a more inclusive sector that works for all those involved. These will be highly dependent on knowledge generation and innovation in the way all stakeholders are enabled to learn from experiences and operate more effectively. The challenge is to (1) depart from the pervasive "business as usual" scenarios, where change is feared and "status quo" situations are maintained, and (2) explore the extent to which we can facilitate transformation through co-construction rather than simple transfer of knowledge within travel and tourism.
      By employing an autoethnographic research approach based on retrospective self-reflection and co-constructed narratives developed by me (as outsider) in collaboration with local insiders, this conference contribution will draw upon 10 years of scholarly work conducted in The Gambia. This includes research, consulting, teaching, and learning practices, using the *Peer2Peer (P2P)* pro-activist and impact-oriented collaborative approach, employing qualitative, participatory, and cross-disciplinary techniques.
      Although in no way perfect, the P2P approach has proved transformative in terms of enhancing the agency of those involved (both me, as an outsider, and local insider players) and the likelihood of successes and long-term project sustainability, associated primarily with the contribution of those who would normally belong to 'voiceless' or 'powerless' groups. This presentation therefore makes a contribution to hopeful tourism imaginaries and practices, by reflecting on my own sense of purpose as a pro-activist applied scientist committed to enhance agency and empowerment in travel and tourism and in the academy.