

Panel Discussions

Overtourism: A Critical State of the Art

Organisers: Dr. Claudio Milano (University of Lleida, Spain), Prof. Marina Novelli (University of Brighton, UK), & Dr. Joseph M. Cheer (Monash University, Australia)

Panellists: Asunción Blanco-Romero, Macià Blázquez-Salom, Martine Bakker, Kumi Kato, Minako Okada

The aim of this Panel is to present cutting-edge research on the overtourism phenomena and to present diverse perspectives from a pool of researchers across the globe. Inspiration is drawn from two projects currently underway and due for competition in 2019.

The first is an edited volume due in June 2019 (CABI) titled *Overtourism: Excesses, discontents and measures in travel and tourism* (Milano, Cheer & Novelli, 2019). This volume draws on global perspectives of overtourism and responds to the growing ‘overtourism’ phenomenon, defined as the excessive growth of visitors, leading to overcrowding and determining residents suffering the consequences of temporary and often seasonal tourism peaks leading to permanent changes in their lifestyles, amenities and well-being. Delimiting the hysteria inherent in the current discussion, towards undertaking analysis that is cognisant of systems-thinking and contemporary paradigms around sustainable development, resilience planning and degrowth are taken. The second project draws from a Special Issue in the journal *Tourism, Planning & Development* titled ‘Overtourism and Tourismphobia: A journey through four decades of tourism development, planning and local concerns’ (Milano, Novelli & Cheer, 2019). While many scholars have maintained their interest in the classical debate concerning the impacts of tourism, some have attempted new conceptualisations, while others have converged with the narrative of a number of social movements, and the subsequent coining of the terms ‘overtourism’ and ‘tourismphobia’ have emerged (Milano, 2018). Saarinen’s (2013, p. 10) call that “in order to have tools for setting the limits to growth in tourism in a local-global nexus with less tourism-centric evaluation criteria, stronger governmental and inter-governmental policies and regulations are most probably needed” is evidently more pressing today.

The terms overtourism and tourismphobia have their genesis in the rapid unfolding of unsustainable mass tourism practices and the responses that these have generated amongst academics, practitioners and social movements concerned with the detrimental use of urban, rural and coastal spaces, among others, for tourism purposes. The commercially expedient practices of policymakers, destination managers and key firms in the tourism sector (especially airlines), has evidently led to unsustainable and inadvertent tourism outcomes, and excessive dependency on tourism at the expense of alternative economic sectors. Accordingly, quality of life and well-being of local residents has become central to the emergence of social movements across the globe protesting against the pressures that tourism growth has enforced.

The underlying intention of this Panel will be to invite contributors to the two projects referred to here in principal, and others where possible, to present, debate and discuss cutting-edge research on the overtourism phenomenon. Depending on interest and availability, there are

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up to 20 possible participants. As the two projects are largely unprecedented, this panel will make available pressing perspectives on overtourism to conference attendees. We also intend to launch the edited volume *Overtourism: Excesses, discontents and measures in travel and tourism* (Milano, Cheer & Novelli, 2019) with Claire Parfitt, Senior Commissioning Editor from CABI, also keen to attend the conference and set-up a book display.

Workshops

Decolonizing Tourism Research: An Interactive Roundtable Towards Building Critical Consciousness and Sustained Action in the Anthropocene”

Facilitators: Dr. Tazim Jamal (Texas A&M University, USA) and Dr. Tiffanie Hardbarger (Northeastern State University, USA)

The call for proposals on the Critical Tourism Studies (CTS) conference website (see: <https://www.criticaltourismstudies.info/call-for-contributions>) raises a kaleidoscope of perspectives and a rainbow of hopes and aspirations to tackle pressing issues in the 21st century. Critical tourism scholars gathered at the conference will have many opportunities to dialogue on these, and a venue proposed here is a roundtable where we gather to examine and map out actions regarding troubling issues in the 21st century that face tourism in academic research and in practice, including the urgency of tackling climate change. The Anthropocene in the context of neoliberal globalization is not a time for theorizing without critical engagement, awareness raising and thoughtful situated practice. Specifically, the roundtable aims to engage with questions such as:

- Taking a look back at how CTS has evolved, where do we stand today, and where should we be directing our energy and focus as CTS scholars in academia over the next decade?
- What are the most pressing local-global issues that trouble CTS scholars?
- How can the hope in “hopeful tourism” be translated into strategies for social justice and sustainability in the Anthropocene?
- What theoretical and methodological challenges do we need to embrace and incorporate in order to embody such strategies?
- How can greater critical consciousness be fostered within the academic community to facilitate praxis in these troubled times?¹

We envision the roundtable to take place near the start of the conference, preferably prior to the afternoon of June 26, 2018. Approximately 2.5 hrs. in duration, it will be enacted with the help of creative and interactive exercises to create a rich dialogic space. Following the heavily utilized pedagogy of conscientization by Paulo Freire, the goal is simply to co-create a discussion space in which we identify and critically examine pressing issues in our local-global landscape, emerging with strategic directions towards actions that can enable methodological and theoretical clarity, and lead to critical praxis. For instance, roundtable members could come up with an action list from which each would commit to taking up one or two items to implement over the year following the conference (e.g., to employ Participatory Action Research in a community research study; draw on diverse critical theorists in their research/writing, or aim to examine cultural worldviews and use Indigenous led research approaches in community-based development, etc.). The process could be repeated regularly at subsequent CTS conferences to encourage self-reflection, setting new strategic priorities and nurturing continued critical action. The proposed roundtable offers a diverse space at the CTS conference to gather in solidarity, interact with care, and formulate concrete strategies to enact at a crucial juncture in the Anthropocene. At least one of the two abstract authors will be present to facilitate the

roundtable (the other will hopefully participate “virtually” if not in person).

Notes

¹Paulo Freire uses the Portuguese term conscientizagao to describe the process of developing critical consciousness, through a “deepening of the attitude of awareness characteristic of all emergence” from the situation they find themselves in and taking action to change it [Freire, P. (2005). *Pedagogy of the oppressed*, Trans. Myra Bergman Ramo. NY: Continuum, p. 109).

Through Their Own Voices: Indigeneity and Tourism

Facilitators: Dr. Emma Lee (Swinburne University, Australia), Dr. Dominic Lapointe (UQAM, Canada), Dr. Joseph Cheer (Wakayama University, Japan), & Dr. Anna Cara (University of Otago/[Māori](#)Te Whare Wānanga o Otāgo, New Zealand)

Join Indigenous/First Nations and non-Indigenous researchers in a Talking Circle to respectfully share perspectives and experiences of working with Indigenous peoples in tourism. Talking Circles are variously described and emphasizes sharing and kinship, as well as enabling deferential and non-judgmental communication. Talking Circles are rare in conventional scholarly conference settings, and employed here as a tool for sharing and promoting open, inclusive and unprejudiced discourses. This approach is taken to reinforce the context upon which the marginalization of Indigenous peoples takes place more broadly, and via the expropriation of Indigenous cultural heritage for tourism.

The overarching aim is to share a global approach to knowledge exchange and perspective taking, and speak to and about the barriers and exclusion of Indigenous/First Nations peoples in tourism, while devising the means and methods of finding the spaces to repair and reinforce relationships and frameworks. To lead the Talking Circle approach of two-way learning, we open the session with short films and discuss consent and the right to say no from Indigenous Canadian, Australian, New Zealand, Asian, Pacific Islander, African and Latin American perspectives. Furthermore, we examine the privilege of conference geographies and underline how this continues marginalization processes.

The session will then be opened to participants to discuss how we as scholars shape Indigenous/First Nations tourism futures and amplify Indigenous/First Nations voices, and foster leadership to shift critical studies into more positive and inclusive terrain. Importantly, we pay our respects to Indigenous/First Nations peoples and their elders, past, present and emerging. Finally, in a spirit of friendship and goodwill, we would like to share a drink at the end of the workshop.

LEGO® SERIOUS PLAY® Methodology as a Data Collection Tool

Facilitators: Dr. Yana Wengel (University of Strathclyde, UK)

Nearly a decade ago, tourism scholars challenged traditional positivist framed approaches to tourism research and called for a Critical Turn in tourism studies (Ateljevic, Pritchard, & Morgan, 2007). Critical tourism scholars have reviewed the ontological, epistemological and methodological limitations prevailing in the field of tourism instead, offering alternative approaches of inquiry which intend to produce inductive, interpretive, reflexive accounts of subjective realities of participants (Decrop, 1999; Phillimore & Goodson, 2004; Riley & Love, 2000). Recently, tourism scholars have highlighted the importance of acknowledging epistemology in determining methodological choices (Ateljevic, Harris, Wilson, & Collins, 2005). They have discussed how this influences endeavours to provide spaces and voice to participants in order to explore their subjective experiences and gain co-created knowledge (Jennings, 2010; Pernecky, 2012). Indeed as Hughes and Sharrock (1997, p. 89) have stated, 'experiences of others can be grasped through the apprehension of their inner meanings' and applications of interpretive, inductive methodological tools of data collection and analysis develop research capacities for this co-production of knowledge to occur.

To contribute to this area of scholarship, I propose a workshop of the interpretive, creative methodological tool, LEGO® SERIOUS PLAY® is a facilitated meeting, communication and problem-solving technique for groups used in industry and research. As a facilitated workshop technique LEGO® SERIOUS PLAY® is grounded in constructionist epistemology which enables individual participants to depict their understandings in a metaphorical and creative, playful way. This method allows participants to provide meanings about their experiences which might be difficult to articulate through verbal or written processes. By using a creative, playful method, LEGO® SERIOUS PLAY® seeks to reduce tensions involved in research, such as the power-authority dynamic. It also provides opportunities for both individual and collaborative understandings of phenomena through the use of metaphorical explanations.

In this one-hour interactive workshop participants will get a background to LEGO® SERIOUS PLAY® methodology, get an understanding of available resources and experience a short LEGO® SERIOUS PLAY® in a real time. The number of participants is limited to 15 people.

Our Place, Privilege and Prejudice? Deconstructing the Swing in Business Schools towards a ‘Social Impact’ Mission

Facilitators: Dr. Candice Harris (Auckland University of Technology, New Zealand), Dr. Erica Wilson (Southern Cross University, Australia), Dr. Jennie Small (University of Technology Sydney, Australia), Dr. Alison McIntosh (Auckland University of Technology, New Zealand), Dr. Nigel Morgan (Swansea University, Wales), & Dr. Jocelyn Finniear (Swansea University, Wales)

Background

A neoliberal ideology focusing on greater accountability and managerialism has characterised business schools over the past twenty years, infusing approaches to research, teaching, industry engagement and academic career development. This has markedly changed the educational agenda, underscoring contemporary managerial philosophy, and promoting individualism and competitiveness within the university sector (Huang et al., 2016). As many tourism and hospitality programs sit within business or management schools, we as scholars and educators are affected by these shifting ideologies and competing priorities.

At the same time, we are interested in an apparently ‘new’ focus on impact – and particularly ‘social impact’ - in the business school context. The social impact agenda cuts across both teaching and research. In Australia, New Zealand and the UK, for instance, research assessment exercises reveal a move away from numbers and outputs, to the *impact* of that research – socially, culturally, and economically. Many business schools now purport to have a social impact, social entrepreneurship or social responsibility mission. Indeed, global accrediting bodies such as AACSB and EQUIS expect this of today’s contemporary business schools. For example, one of AACSB’s standards for accreditation is that business schools demonstrate commitment to ‘social and corporate responsibility’, whereby:

The school must demonstrate a commitment to address, engage, and respond to current and emerging corporate social responsibility issues (e.g., diversity, sustainable development, environmental sustainability, and globalization of economic activity across cultures) through its policies, procedures, curricula, research, and/or outreach activities (AACSB, 2019).

Goal

But what does this all mean for us as critical tourism scholars, who have long been interested in the ‘social’? The Critical Tourism Studies (CTS) community has evolved to become an international network of scholars who share a vision of producing and promoting social change in and through tourism practice, research and education. In the spirit of the CTS 2019 conference, this session will explore the opportunities, realities, conflicts and challenges around the social impact agenda.

We invite colleagues who are interested in a shared and rotating dialogue on social impact as it pertains to tourism teaching and research. Through a shared and rotating dialogue led by the Workshop Hosts, we want to encourage participants to freely discuss and debate these topics. A number of guiding questions will help steer the Workshop:

The Workshop

The what

- How is your organisation defining and pursuing a social impact agenda in research, teaching and engagement? Relationship with human rights, indigenous rights, social justice, equality, diversity and inclusion etc?

The why

- While many critical scholars have been stressing social impact for decades, why are universities now consumed with this agenda – why is it now all the rage?
- Is there a genuine commitment to social impact or is it just another means for universities to *appear* ‘socially responsible’ and gain competitive advantage?

The how

- How do we, or can we, bring social impact into our teaching and research?
- Acting up and against – voicing opposition in university environment to pressure to pursue social impact ideals
- How do we assert social impact? What are the difficulties in measuring social impact?

The who

- Which stakeholders are we working with to consider social impact?
- How do we address critique surrounding the continued emphasis on ‘research’ for social impact, on populations who already feel ‘over-researched’, often by lone researchers with a different agenda and being, and mostly with outputs/outcomes that often don’t effect change in the community?
- How do we acknowledge our own race, ethnicity, and class; gender and sexuality; disability; diversity, difference, and intersectionality to consider our place and bias in social impact research?

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Somewhere Over the (Methodological) Rainbow? Tourism and ‘Qualitative Research 4.0’

Facilitators: Dr. Erica Wilson (Southern Cross University, Australia) & Dr. Keith Hollinshead (Independent Scholar)

Workshop Goal

This workshop will explore our hopes, dreams, and desires for embracing qualitative research in a critical tourism studies. Moving well beyond positivist, early-moment and conventional forms of qualitative research, this session will work with participants to ‘imagine forward’ (Lather, 2013) – to talk and think about better ways to bring/practice/embed qualitative method, methodology and approach into our work as critical tourism scholars.

In addition to your experiences as our workshop participants, we will draw on and be guided by the insights of key qualitative social scientists (e.g., Denzin & Lincoln, 2018) and education theorists (Lather, 2013; Lather & St Pierre, 2013), as well as on some of our own thinking in this space (Hollinshead, 2004, 2016; Jamal & Hollinshead, 1999; Wilson & Hollinshead, 2015; Wilson, Mura, Sharif, & Wijesinghe, 2019). Together, we will discuss what ‘qualitative’ might look like as we engage with post-disciplinary and even post-qualitative ways of becoming - and practicing as - qualitative researchers.

Patti Lather’s (2013) concept of ‘QUAL 4.0’, which she contemplates in her paper on methodology in the 21st century, can provide a useful framework for our discussion:

QUAL 4.0 is [where]...researchers, who, weary of a decade of defending qualitative research and eager to get on with their work, again imagine and accomplish an inquiry that might produce different knowledge and produce knowledge differently. This inquiry cannot be tidily described in textbooks or handbooks. There is no methodological instrumentality to be unproblematically learned. In this methodology-to-come, we begin to do it differently wherever we are in our projects. Here, the term “post-qualitative” begins to make a certain kind of sense... (p. 635)

Following on from an introductory presentation by Erica and Keith, we will then imagine 3 scenarios - or arenas - where we might ‘begin to do qualitative methodology differently’, and where we as critical tourism scholars can work more openly to resist the binds of positivism, pragmatism and expectations of hegemonic instrumentalism. Here, we can talk about what qualitative research means to us and how we might encourage ‘plural knowability’ (Hollinshead, 2016), rather than be told what qualitative research ‘should’ be and what it should look, feel and read like.

The 3 Scenarios

1. ‘Doing’ Qualitative Research

Here, we might talk about our research aims and goals, as well as the paradigmatic, ontological, epistemological and methodological ‘choices’ we make. We can also talk about our relationships with our research participants, and matters of voice, authority and power in qualitative research.

2. ‘Writing’ Qualitative Research

Here, we could discuss the joys and challenges of how we write, present and voice our qualitative projects, papers and studies.

3. 'Supervising' Qualitative Research

And here, we might engage with such questions such as: how do we advise our research students in the messy art of qualitative research? What methodological playfulness do we encourage in our students? Also, we might speak here of our experiences of supervising or examining theses where differing advice is provided to students, that expects a more conventional type of approach. We welcome current research students to voice their thoughts also on 'being supervised' in qualitative tourism studies.

References

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Queering Hospitality: Roses Are Red. Gender Is Performative. Why Is Tourism so Heteronormative?

Facilitators: Dr. Jannick Friis Christensen (Copenhagen Business School, Denmark), Dr. Ana Maria Munar (Copenhagen Business School, Denmark), Dr. Florence Villesèche (Copenhagen Business School, Denmark), Dr. Claudia Eger (Copenhagen Business School, Denmark), Dr. Amira Benali (Copenhagen Business School, Denmark)

With this abstract we're a team of researchers all affiliated with the Diversity and Difference Business in Society Platform at Copenhagen Business School (CBS) who'd like to propose a 1.5hr long workshop dedicated to exploring the hopeful possibilities of queering hospitality. We are, in that regard, less concerned with criticising what is in terms of excluding 'welcoming' practices that already exist; rather, what we want to do is to nurture and care for what could be by means of imagining what queered hospitality would look like, feel like, perhaps even smell, taste and sound like. To invoke this imaginary of a future desired place to be we take inspiration from recent movements in other fields of study (e.g. the project '[Queering Accounting](#)') and norm-critical methods (e.g., Christensen 2018). Queering, in this regard, is not limited to the task of rendering queer or LGBT+ (lesbian, gay, bisexual and transgender) lives visible to for example hospitality or event managers. This is but one aspect of queer matters, which are all about being at odds with dominant norms that render certain (groups of) people, their needs, dreams and wishes for the future invisible to management. How can we break with the idea, the norm of welcoming practices being universally hospitable to all? And how can we re-imagine, even envisioning tourism and hospitality through queer perspectives? These and other emerging questions are to be addressed during the workshop, whose intended outcome is a collectively co-created manifesto. Our aim is to get the manifesto published in a relevant journal as a call to action for research and practice avenues that can lead if not all then some of the way to a hopeful and queered hospitality future.

Moving Forward the Research Agenda on Tourism Employment: Addressing Work Precarisation, Inequalities and Worker Wellbeing

Facilitators: Dr. Agnieszka Rydzik (University of Lincoln, UK) & Dr. Shelagh Mooney (Auckland University of Technology, New Zealand)

Tourism workplaces are often critiqued for exploitative practices, gendered and racialised division of labour, poor working conditions, high labour turnover, and high prevalence of harassment and bullying. Yet, research in the area often focuses on managerial and tourist perspectives, overlooking the experiences of workers themselves, with notable exceptions. Frequently, there is a failure to connect workers' individual outcomes with the wider societal, environment and/or organisational practices, and the worker perspective rarely explicitly features in conference themes. Additionally, research into sustainable tourism seldom focuses on addressing working conditions despite 'decent work', 'inequalities', 'wellbeing' and 'poverty' all being part of the UN Sustainable Development Goals.

Acknowledging the need for worker experiences to be more prominent on the tourism research agenda and the need for more international collaborations to broaden perspectives and provide a wider evidence base, this workshop aims to bring together conference attendees to discuss a range of critical issues around tourism work. The workshop intends to map attendees' research interests, identify areas where research collaborations could be built, and to set the foundation for a new network of academics open to collaborating on research projects around tourism workplaces, worker perspectives and employment relations.

Presentations

A

Title: Endogenous/ Exogenous Knowledge Collaboration: The Only Way to Avoid an Anthropocene Meltdown

Author:

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Abstract:

This Akan indigenous subaltern research bricoleur calls for the current tourism and hospitality education curriculum to take on a new dimension for the Akans of Ghana. The researcher argues that the current tourism and hospitality curriculum in the Akan land of Ghana has symptoms of pathological divides which inhibit individual learning, institutional capacity building, industry development and ultimately socio- and economic well-being of the Akans of Ghana. Denzin (2017), argues that in this Anthropocene era there is overwhelming evidence that human activities are destabilising the atmosphere, geological system, hydrologic system, biosphere and the ecosystem in general (Scharmer, 2013; Haraway, 2016 Haraway, et al., 2016, Altvater, et al., 2016).

This researcher argues and agrees with Denzin and Giardina (2018) about the need for critical qualitative inquiry to bring about awareness in the public sphere that the growing destructive nature between humanity and divinity has never been greater. The paper will exemplify how audit research culture of the capitalist neoliberal discourse marginalises critical interpretative inquiries for social and economic cohesion. It will suggest that it has become imperative to create ethical critical research that helps to improve the health and safety of not just human beings but the planet as a whole (Bloom, 2009). Tourism as an industry is being touted by the toothless United Nations Development Programme (UNDP) parents of the 'ugly' twin sisters [the World Bank and IMF] (Harvey, 2006; 2003), as a strategy for poverty reduction or alleviation in their 17-point Sustainable Development Goals (SDG's) 2030. However, this paper will quantifiably, through empirical scientific statistical data, demonstrate that the majority of the world's populations that live in poverty and abject poverty, as well as the majority of the world's degenerating bio- and ecosystems, are indigenous peoples and in non-western societies respectively. Ironically, indigenous ontologies and epistemologies that have served the peoples and places for far longer than the emergent western societies are ignored or considered to primitive to even contemplate consultation with regards to co-habitation and co-preservation and sustainability. Denzin (2017) calls for the for heightened interpretative, critical research inquiries that impact on the lives of the vast majority of earth's population that live daily from "hand to mouth" as the only source of self-sustenance. He is adamant that currently there is insufficient qualitative critical action for performative inquiry as to the causes of inequalities in economies, education, employment, the environment, health, food and water. The lack of these basic amenities are fundamentally the causes of wars, diseases, instability and general national, regional and global mayhem. This paper will use the Akan peoples [clans] of Ghana as a case study as to why endogenous led and exogenous assisted tourism education at the tertiary level

will eventually lead to the regenesi and renewal of Akan spirituality, piety and self-esteem that will contribute to eudemonic self-development and phronesis piousness which are measured in terms of individual and community wellbeing, as opposed to how high is your GDP and or GNP. Then Akans and others can begin walking together to learn and heal the memory of despair and hopelessness so as realise what it means to be walking in a good way and to reconnect with our collective divinity.

Title: Perspective on the LGBTQ Segment: The View of Tourism Accommodation Establishments of the City of Porto

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Abstract:

The municipality of Porto, located in the north of Portugal, has experienced a big tourism expansion in a short period of time, exceeding in 2017 7 million tourists, a figure expected only in 2020 (Moreira, 2018). The growth of tourism in the municipality and the increasing acceptance of alternative lifestyles, as well as the recent law that supports non-discrimination, has allowed a favourable conjuncture for the expansion of the LGBTQ tourist segment, which represents a global share of 12% (IGLTA, 2012). Despite this favourable situation, the municipality of Porto is still regarded as conservative. This work aims to identify the openness of the municipality of Porto towards the LGBTQ segment, by perceiving if there is a response and treatment similar to those offered to heterosexual tourists, or if there are signs of prejudice based on the sexual orientation of the tourist. An analysis of the practices, behaviours, actions and strategies of the professionals of a random sample of accommodation establishments located in Porto was conducted through a semi-structured interview with 16 employees of these establishments, who were knowledgeable enough to answer the questions (ranging from directors and managers to receptionists). The interviews were mostly conducted face to face, with only one by e-mail and two by telephone. All of them were transcribed for further analysis, being structured in main four groups (the LGBTQ segment, the hotel towards this segment, Porto as a LGBTQ destination, and sociodemographic profile of the respondent). Results indicate that hotel professionals do not show any kind of homophobic behaviour or embarrassment in customer service towards any type of client. In part, they feel comfortable with the LGBTQ community because many of the interviewees have co-workers or friends who are part of this community, and because they are part of a young generation more open and prone to advocate for equal rights. Results also show that there is a positive attitude towards the LGBTQ community that allows LGBTQ tourists to choose and return to the destination, as well as that this community feels comfortable being in their “own skin,” that is, not feeling oppressed or threatened by expressing their sexuality in public. This research contributes more information on the LGBTQ community in Portugal, and specifically in the municipality of Porto, using a holistic perspective and not being only focused on the homosexual market. It also contributes to a greater knowledge of tourism supply-side issues for the LGBTQ community and the importance that this community has for a tourism destination.

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Title: How Inclusive Is P2P Accommodation in Jamaica?

Author:

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Abstract:

Technological innovations are fast transforming the accommodation sector especially in the way destinations facilitate tourism, develop products, gather data, access markets, and attract visitors. This disruption has ripple effects across the tourism industry and affects how low-income groups could leverage tourism to improve their livelihood. One of the prominent disruptors is the digital platforms that facilitate peer-to-peer accommodation. The P2P accommodation economy is composed of people who provide accommodation directly to consumers using digital platforms. P2P accommodation may contribute to making the benefits of tourism more inclusive by dispersing tourism over a wider geographic area, providing entrepreneurship opportunities for women and others with a need to supplement their income. This study analyzes the impact of P2P accommodation on the tourism sector of Jamaica and its ability to support inclusive growth. This is the first study researching the impact of P2P accommodation in a Caribbean destination. The study uses a mixed-method approach using national arrival statistics and detailed data obtained from Airbnb on bookings between 2014 and 2017. The quantitative data set is combined with host focus groups and in-depth interviews with hosts and other stakeholders.

Results showed that Airbnb guests accounted for 2.4% of all international arrivals in in Jamaica in 2017 and thus represent a small share of the overall tourism market in the country. The study showed that P2P bookings follow a different geographical pattern than hotels and resorts; this is especially the case for homestays and not so much for vacation rentals. P2P accommodation also provides opportunities for women who represent more than 50% of the hosts. However, the study also showed that those providers with the highest occupancy levels are professionals with well-maintained properties in more desirable neighborhoods. Lack of an attractive property is the main barrier to access for marginalized groups. Guests prefer to stay in secured apartment buildings and gated communities owing to safety concerns. Relatively few providers are very successful, while others have difficulty attracting guests. P2P accommodation has the potential to be inclusive but the type of destination plays an important role in the ability to drive inclusive growth. In resort destinations, a large share of the P2P accommodation inventory consists of traditional vacation rentals often owned by foreigners. In destinations where security is an issue, the ability to benefit from P2P accommodation is limited for those who do not have access to a desirable and safe type of accommodation. The digital platforms are providing access to the market, but barriers remain, as to participate a host needs a desirable

accommodation for rental, digital access, digital skills and an understanding of the guests' needs and wants.

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Title: Sowing the Seeds of a Local Foods Revolution: Agritourism as an Agent of Change

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Abstract:

Two major societal changes in the world, agricultural intensification and urbanization, have changed the local food systems landscape. Over the years, technological developments, increased global supply, and changing markets (e.g., increased demand for processed foods) have contributed to the trend towards large-scale specialized agriculture (Barbieri, Mahoney, & Butler, 2008). During the same time-span, the world has undergone a rapid increase in urbanization due to the migration of rural dwellers seeking to enhance their wellbeing from the resource efficiency and economic prosperity that cities offer (UNFPA, n.d.). The existing local food system is now characterized by a weak producer-consumer relationship around food and fiber, in which many consumers (especially children) don't know where their food comes from (Pense, Leising, Portillo, & Igo, 2005; Vileisis, 2008), and many small family farms are destined to disappear (Barbieri et al., 2008).

We posit that agritourism, defined as the enjoyment of educational and recreational activities on working farms (Gil Arroyo, Barbieri, & Rozier Rich, 2013), could serve as a revolutionary catalyst to restore the producer-consumer relationship related to local foods. Although agritourism is salient for the mosaic of activities—from contemplative to consumptive—offered to visitors, most of them incorporate principles of experiential and place-based education. Combined, experiential and place-based education are suitable to improve knowledge gain, stimulate learning interest and motivation, foster higher-order thinking skills (Ives & Obenchain, 2006), and instill pro-environmental and civically engaged behaviors (Jacobson et al., 2015). We also posit that young children could be agents of change in the local foods revolution as evidence indicates the effectiveness of reaching kids to market products (Flurry & Burns, 2005).

Therefore, we designed a two-faceted quasi-experimental study to test the suitability of agritourism to increase agricultural literacy and willingness to purchase local foods (Facet 1) and to test the potential of children as agents of change (Facet 2). We will present preliminary results from Facet 1 obtained from surveys conducted in October–November 2018 among 149 families with young children (ages 8–15) visiting agricultural settings before and after engaging in agritourism activities. The majority of responding parents were female and highly educated and averaged 40 years old. Statistical tests ($p < .05$) indicate that agritourism increases adults' attitudes towards local foods, their willingness to purchase local foods and increase their budgets for such purchases, and their intention to consume local foods. Most responding children were female and white and averaged 11 years old. Results on the impact of agritourism on increases children's agricultural literacy will also be presented.

This study responds to the call to gain a more holistic knowledge of the values of agritourism (Barbieri, Stevenson, & Knollenberg, 2018). We conclude that agritourism seems a suitable catalyst to restore the producer-consumer relationship related to local foods, which can serve to recognize the many values that agritourism provides to society. In doing so, this study equips farmers, consumers, policymakers, and development agencies with information to maximize the use of agritourism towards the local foods revolution.

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Title: An Analytical Systems Framework for Tourism Product Development: Reflections from the Craft-beverage Tourism

Authors:

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Whitney Knollenberg
North Carolina State University, USA

Claudia Gil Arroyo
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Abstract:

Several existing frameworks are suitable to evaluate different types of tourism products. Among them, the sustainable development framework is salient because it enables an economic, environmental, and socio-cultural cost-benefit evaluation of tourism in destination communities (Butler, 1999). The Community Capitals Framework (Flora, 2004) is also useful to identify the types of resources (i.e., Built, Cultural, Financial, Human, Natural, Political, and Social capitals) needed to foster community development. As such, both frameworks have been used to assess the effect of tourism development of different tourism products (e.g., Barbieri, 2013; McGehee, Lee, O'Bannon, & Perdue, 2009).

Yet, the aforementioned frameworks have a predominant large (community) scope, and thus, fail to capture the cost-benefit dynamics that niche tourism may create at the entrepreneur or family levels. The complexity of entrepreneurship (e.g., its impact on family dynamics) and the current societal context (e.g., necessity to address climate change) calls for developing systems approaches that capture a holistic evaluation of tourism endeavors. Systems approaches, although seemingly logical, are difficult to operationalize because they require simultaneous evaluation of multiple indicators (Francis et al., 2008).

We propose a systems approach that identifies the inputs (resources needed) and outputs (benefits and costs) associated with the development of a tourism product within the three dimensions of sustainability. Different from existing macro-scale frameworks, our model captures the inputs and outputs needed/produced at the entrepreneur and family levels beyond the community scope. We will operationalize the model using data garnered from in-depth interviews with key stakeholders of the craft-beverage tourism industry in North Carolina (USA) in two points of time. The first project phase was conducted in 2016 among five craft-distil producers (361 minutes recorded interviews). The second phase (ongoing) is expanding data collection in terms of types of stakeholders (e.g., business development organizations) and craft-beverages (e.g., craft beer).

Preliminary findings indicate that craft-beverage tourism produces (e.g., partnership building among producers, enhanced community pride) and is built upon (e.g., traditional family knowledge, new beverage legislature) different types of capitals. The application of our model is valuable in two ways. Classifying the inputs and outputs of a given tourism product in different scales (from personal-to-society) and dimensions (types of capitals) can help stakeholders to program and market their products more efficiently. It can also help to identify knowledge gaps that can prevent misinformed decisions. In putting both (existing and lacking) information together, tourism endeavors can better boost wellbeing of the actors involved and more accurately inform policy development, which altogether can foster community development.

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Title: A Conceptual Framework for Sustainable Development of Marijuana Tourism

Author:

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Abstract:

The legalization of marijuana for recreational use in various localities around the globe has been driven by an economic rationale of enriching tourism products, attracting a new segment of marijuana users, and profiting from a new product that can be taxed separately. Accordingly, marijuana-based tourism is often presented as a means to revitalize the local tourism economy and advance locals' quality of life. Based on the growing literature on the development of this type of tourism, this presentation seeks to offer a threefold conceptual framework for sustainable development of this market: first, the cultivation of local and authentic marijuana products; second, a special taxation on marijuana-related products that goes directly to fill the needs of the local community; and third, the economic and educational support of local entrepreneurs in the marijuana market as a means for creating a localized market. Given the growing competition that seems to be arising in the global marijuana market, this threefold strategy should be considered by destinations that seek to utilize the legalization of recreational marijuana as a tourism development strategy.

Title: Questioning the Empowerment Discourse: The Case of Rural Women in Ecotourism in Post-revolutionary Tunisia

Authors:

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Institut Supérieur de Gestion, Tunisia

Fatma Smaoui
Institut Supérieur de Gestion, Tunisia

Abstract:

Tourism is one of the sectors that has been most affected by the country's political instability after the revolution in 2011. In particular, the two terrorist attacks in 2015, namely the one at Bardo's museum in March 2015 and the one of Sousse in June of the same year, resulted in dramatically decreased tourism activity and all the related business such as transport, communications, crafts, trade, and construction. Along with this crisis, there is a solidarity movement that is being felt more and more in Tunisia, especially among young people and women. These subpopulations are mobilizing to reinvent the economy and overcome precariousness. The so-called "social and solidarity economy" (SSE) appears as a substitute for the public sector, as a solution to create employment and solve social and economic problems. In the same fashion, tourism was the first sector in creating new projects with social impact. These new projects aim to create employment and also promote local tourism in the country in order to depend less on international tourism. Within this context and under the discourse of empowerment, the figure of the rural woman is more visible. However, Tunisia is a society where regionalism, among other factors, creates social categories and social inequalities. Similarly, while the Tunisian women are the figures of independent women in the Arab world, the ones who are "shining" on TV and in international political speeches are often the elite women. They are figures of emancipation because they look like Western women. The rural women, the ones who wear "hijab," work during olive harvest season, and do housework are only visible when it comes to promoting the social and solidarity economy. This leads us to question the rural women's empowerment discourse using a feminist approach. Women's empowerment through tourism has been studied as a way to challenge the traditional gender role of women as being only housewives, while men provide the financial support (Moswete & Lacey, 2015). However, some tourism studies highlight the disempowerment effect of tourism (Aghazamania and Hunt, 2017). In this paper we seek to understand if the SSE in the tourism sector is emancipatory for rural women or, on the contrary, if it is a marketing tool exploiting

them? In order to answer this question, a qualitative study will be held in Tunisia combining different methods, namely participant observation in Dar el Ain (an ecotourism center built around a social and solidarity enterprise), interviews with different stakeholders (government, NGOs, social entrepreneurs, and rural women) and also secondary data.

Aghazamani, Y., & Hunt, C. A. (2017). Empowerment in Tourism: A Review of Peer-Reviewed Literature. *Tourism Review International*, 21(4), 333-346.

Moswete, N., & Lacey, G. (2015). "Women cannot lead": Empowering women through cultural tourism in Botswana. *Journal of Sustainable Tourism*, 23(4), 600–617.

Title: Queer Desires, the Beach and Catalan Cinema

Authors:

Toni Maestre Brotons
Universitat d'Alacant, Spain

Pau Obrador Pons
Northumbria University, UK

Abstract:

The beach is at the heart of Mediterranean mass tourism. However, it remains invisible to cultural studies of tourism, which are more interested in urban and rural geographies. The invisibility of the beach is not just the result of lack of empirical research but of our theoretical inability to make sense of a liminal and fluid space. In response to these shortcomings, this paper analyses the place of the beach in Catalan cinema. In so doing, we want to examine further the influence of cinema in shaping the contemporary experience of the beach (Carter, 2007; Handyside, 2009; Cirer, 2016). The paper looks at two films: *Kràmpack* (Cesc Gay, 1999) and *Nívols d'estiu* (Felipe Vega, 2008). The main focus of the paper is the relation between space, sexuality and the beach. The beach appears in these films as a liminal space in opposition to both, the centrality of the city in contemporary societies and the hegemony of heterosexuality, family and marriage. Such liminality is reinforced by the ephemerality of the beach, which is not a place of permanence or residence but just a mere parenthesis in everyday life (Urbain, 2003). We want to show the extent that the cultural and geographical characteristics of the beach affords relations that depart from the established norm, including infidelity and homosexuality. We are also interested in the ludic, material and sensual character of the beach, which defies the visual and detached logic of the tourist gaze (Obrador, 2012). The sensual and ludic character of the beach is especially visible in *Kràmpack*, which examines the game of seduction between two teenagers.

Carter S (2007) *Rise and Shine: Sunlight, Technology and Health*. Oxford: Berg Publishers.

Cirer-Costa JC (2016) Cinema and the automobile: Driving factors of new tourism models in the early years of the Golden Age. *Tourism Management Perspectives* 19: 24–31.

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Handyside, Fiona (2009). "Rohmer à la plage: The role of the beach in three films by Eric Rohmer". *Studies in French Cinema*, 9:2, 147-160.

Obrador, P. (2012) 'Touching the Beach', in Paterson, M. and Dodge, M. (eds) *Touching Space, Placing Touch*. New York: Routledge, pp. 47–70.

Urbain, J. D. (2003). *At the Beach*. Minneapolis, MN: University of Minnesota Press.

Vega, Felipe (2001). *Nívols d'estiu*. Messidor Films & Tornasol Films.

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Title: Touching Fear, Fearing Touch: Touring the West Bank in Israel/Palestine

Author:

Dorina-Maria Buda
Leeds Beckett University, UK

Abstract:

In this presentation I explore the ways in which sensuous touch contributes to co-constructions of affective and emotional subjectivities in a tourism context in the West Bank in Israel/Palestine. Drawing on socio-spatial theories of haptics, touch and fear are argued to be part of a sensuous hapticity, intimately connected and happening within and around places and bodies—of tourists, local guides and soldiers—in conflict. The location of the West Bank in the heart of the ongoing conflict turns tourism mobilities into a contested tool of exclusion of some, mainly locals, whether Israelis or Palestinians, who are positioned not as free in the same way as tourists and/or soldiers. The West Bank wall and its checkpoints have become tourist attractions, pervasive and ever present in the Israeli/Palestinian landscape enticing most tourists in the area. Empirical examples are drawn from fieldwork conducted in Israel/Palestine in 2010 and 2017/2018 where interviews were undertaken with local tour guides and international tourists.

Title: Politics of Worldview: A Meta-analysis of Collaborative Research

Author:

Jenny Cave
Swansea University, UK

Abstract:

Scholars who engage in co-creative, collaborative research set out to challenge normative outcomes and nudge transformative change. This paper is a meta-analysis of a 10-year research programme which excavates the politics of worldview in knowledge creation within several cross-cultural research partnerships for tourism development. The research asks: what are the roles and actions, tensions, dynamics within research relationships and the effects of embedded power?

Contextually, four studies examined enterprise aspirations from societal margins and address issues of hybridity, otherness and ‘being alongside’. Epistemologically, the research locates ‘between world-views’ in a ‘third space’ ontology. All were hybrid research collectives, and used a process constructed to resonate with cultural norms yet interact with normative research. *Foucauldian* narrative analysis, *deep thinking* techniques of critical collaborative research were triangulated with Pacific community peer review and critique. A common methodological framework was used across the four studies—the Mutuality Approach—which integrated Pacific indigeneity with academic practice to form a hermeneutic circle of critique, reinterpretation and common meaning, underpinned by indigenous voices. Following Johnson’s advisory for collaborative research, the analysis demonstrated political dimensions of problem definition, ideological affinity, role clarity, and worthy outcomes. Yet, researcher worldview (migrant, indigenous, insider/outsider other) varies even if ideological affinity is the same. Further, that role clarity needs constant reiteration throughout the research process. In addition, a picture emerges of tension and (mis)communication, offset by long-term relationships and trust. In terms of impact, findings were integrated in local government policy and targeted enterprise funding, as well as into regional development planning and governmental policy, and an NGO’s enterprise advisory programme. Further, several emerging Pacific (New Zealand-based) and Tongan scholars now carry forward the experience, skills and research outcomes in their own work lives in academic, policy and community action. The collaborative methodologies were integrated into best practice Pacific research. Whilst only one of the research projects achieved transformative social change, each study had a degree of impact on the research participants and the descent-diaspora communities which supported them.

The contribution of this paper is that it builds a framework for reflection on the ephemerality of impact and the tensions and dynamics of research teams. The paper discusses sympoetic hybridity, the effects of embedded power and employment of a hybrid approach to knowledge co-creation within a series of research collectives. These generate impacts within and beyond the worldviews of the research team to the descent diaspora networks, with an enhanced

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potential to generate social change through activism. This contribution is timely given the current push towards impact agendas in universities and the ethics of engagement. Research is not a neutral act.

Title: Gay Parents in Heterosexual Family Holiday Space

Authors:

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University of Greenwich, UK

Carol Southall
Staffordshire University, UK

Abstract:

There is a growing research interest in demographic characteristics and motivational factors of the LGBT travel market (Hughes and Southall, 2012; Vorobjovas-Pinta and Hardy, 2016). However, the profile of LGBT travellers has been predominantly single gay men with high levels of disposable income and education, whose main travel motivation is to look for sexual encounters and escape from their daily heterosexual environment (Gluckman and Reed, 2012). This homogeneity and overrepresentation in the LGBT tourist profile has been criticised for neglecting lesbians, transgender persons and families (Badgett, 1997). Indeed, Lucena et al. (2015) and Hughes and Southall (2012) emphasise the importance of researching LGBT families, given their distinctive motivations and characteristics. A recent report by the European Travel Commission (2018) suggests that LGBT family tourism broaden the idea of a 'gay vacation' and contribute to a more inclusive concept of gay travel.

Holiday spaces are socially constructed spaces in which social interaction, group dynamics and self-identities take place and are negotiated. Heteronormative assumptions continue to regulate sexuality in public spaces, often generating tension for gay men and lesbians. For homosexual families with children, there is the added pressure of the potential for heightened visibility and inadvertent disclosure of sexuality on holiday.

This presentation discusses a work-in-progress project about exploring sexuality negotiations of same-sex parents in heteronormative family holiday space, and the impact of the overall travel experience. Responding to Lucena et al. (2015)'s call on researching how the presence of children affects the ways parents navigate their sexuality in public holiday spaces, this presentation firstly synthesises the complexities of performing homosexual family lives, as well as the additional complexities of space with the fluidity and blurred boundaries between public and private, virtual and physical, as well as heterosexual and homosexual. We then propose a queer paradigm with toolkits of worldviews, philosophies, and methods to conceptualise an inclusive holiday space above heteronormative family space and/or homogeneity of the gay space. Empirically, in order to understand same-sex parents' emotional journeys within the socially constructed space, we will discuss how the queer paradigm and queer theory will influence our research design. In this research, we are planning to apply non-representational theory and performance theory to allow investigating the embodied experience of same-sex parents in the homogeneous holiday space. A detailed research plan and potential research contribution of the empirical study will be presented.

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- Hughes H and Southall C. (2012) *Gay and lesbian families and tourism. Family Tourism: Multidisciplinary Perspectives* 56: 125-139.
- Lucena R, Jarvis N and Weeden C. (2015) A review of gay and lesbian parented families' travel motivations and destination choices: gaps in research and future directions. *Annals of Leisure Research* 18: 272-289.
- Vorobjovas-Pinta O and Hardy A. (2016) The evolution of gay travel research. *International Journal of Tourism Research* 18: 409-416.
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Title: Mediterranean Tourism: Between Decent and Not Decent Work

Author:

Elisabetta Della Corte
University of Calabria, Italy

Abstract:

In recent years, some critical studies (e.g. Bianchi, Gibson) have begun to shed light on issues related to work in the tourism sector. In continuity with these studies, our work focuses on working conditions in the labor market in the tourism industry, particularly in highly frequented areas such as southern Italy.

Starting from this horizon, our research is based on statistical data, theoretical analysis on the transformation of work in this phase, and on a series of interviews with privileged interlocutors—e.g. immigrants, young people and women engaged in work activities in the tourism sector, union members, etc. In particular, qualitative analysis and in-depth interviews allowed us to outline some interesting aspects on the forms of exploitation and resistance of workers. The conclusions to which the work comes are not rosy, but we hope they can contribute to adding a little piece on the question of decent and not decent work in tourism.

Title: Volunteer Tourism: Subjectivity and Transformation

Author:

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Abstract:

Volunteer tourism provides a means of proximate engagement with usually distant others in poor communities. As such, the practice has come to be investigated for its potential to foster personal transformation, global citizenship, and new geographies of responsibility and care. Coghlan and Gooch (2011) argue that volunteer tourism can be interpreted as a form of ‘transformative learning’ in which the tourist’s social position and naturalised ideologies are critically re-evaluated through shared experiences with others. While the claim that identity and sense of self can alter through travel is certainly not specific to volunteer tourism, what sets the practice apart is the vision of ethical and politicised change that it presents (Butcher & Smith, 2015; Lyons et al., 2012). Zahra and McIntosh’s (2007) retrospective interviews with volunteer tourists document transformations such as rejecting materialism in favour of a greater focus on family, becoming more aware of social justice issues and getting involved in activism, and becoming more giving towards other people. However, longitudinal research on volunteer tourists remains scarce, making it difficult to evaluate the long-term impact and transformative potential of the practice. This paper provides an original longitudinal perspective on personal transformation and change in volunteer tourism by sharing the stories of three young travellers from the United Kingdom who volunteered in Kenya in 2010. I interviewed these volunteer tourists four times in 2010-2011—before, during and twice after their volunteer placement—and then a fifth time in 2018 as part of a follow-up study. The resulting narratives were then analysed using a critical psychosocial approach that foregrounds biography, affect and unconscious meaning. This analysis reveals how volunteer tourism intersects with broader travel biographies and processes of identity construction, being presented variously as a gateway to further travel or volunteering, a way of expressing worldliness against a backdrop of racism and provincialism in one’s hometown, and a catalyst for deep reflection on dissonance between values and lifestyle. Crucially, those volunteer tourists who appeared untransformed as a result of their travel experience when conducting the original analysis in 2011 had undergone significant changes by 2018. This included one participant who went on to train as a healthcare worker to further her aim of helping others and who adopted a more sustainable, eco-friendly lifestyle. These data indicate that meaningful changes to travellers’ lifestyles or perspectives can take years to achieve and that current methodologies may be inadequate in capturing these complex, temporal processes in relation to volunteer tourist subjectivity.

Butcher, J., & Smith, P. (2015). *Volunteer tourism: The lifestyle politics of international development*. Abingdon: Routledge.

Coghlan, A., & Gooch, M. (2011). Applying a transformative learning framework to volunteer tourism. *Journal of Sustainable Tourism*, 19(6), 713–728.

- Lyons, K. D., Hanley, J., Wearing, S., & Neil, S. (2012). Gap year volunteer tourism: Myths of global citizenship? *Annals of Tourism Research*, 39(1), 361–378.
- Zahra, A. and McIntosh, A.J. (2007). Volunteer tourism: evidence of cathartic tourist experiences. *Tourism Recreation Research*, 32(1), pp. 115–119.
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Title: Reconceptualising Animals in Tourism: More-than-Human Perspectives

Authors:

Katherine Dashper
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Anne Buchmann
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Abstract:

There is growing interest in the role of nonhuman animals in tourism. However, most research is based on implicit humanist assumptions which centralise human perspectives and position nonhuman animals largely as objects to be consumed by the tourist gaze, whether as ‘wildlife,’ ‘captive species,’ ‘game/prey’ or ‘attractions.’ Nonhuman animals are frequently othered and marginalised in tourism research; individual animals disappear from focus, subsumed under species-level attention and interest in human-centric tourism priorities. In this paper we introduce more-than-human perspectives to tourism research, drawing on the field of human-animal studies to argue that nonhuman animals in tourism are more than symbols, attractions and products and instead are active agents helping shape, influence and sometimes disrupt tourism encounters. Drawing on research conducted in the UK and Australia on equestrian tourism we illustrate how a posthumanist perspective to understanding human-nonhuman animal interactions and practices can open up understanding of tourism experiences and behaviours, challenging the dominant anthropocentric focus of tourism research. We argue that more-than-human perspectives pose challenging theoretical, methodological and practical questions that can draw attention to issues of inequality, (mis)representation and exploitation in tourism.

Title: Have Fun but Don't Fight: Ambivalences and Opportunities to Use Celebration as a Strategy to Advance Gender Equality in Organizations

Author:

Caroline Demeyère
Université Paris Nanterre, France

Abstract:

This communication proposes a reflection on celebration as a strategy to advance equality in organizations. Celebration has been important for several social movements (e.g. LGBTQ+) as a strategy for empowerment and to raise awareness about inequalities. Indeed, fighting for equality does not have to be synonymous with guilt, boringness and sadness. Celebration has a strong potential in creating belongingness, federating people around positive affects and emotions such as happiness. Yet, celebration can often be used as a way to depoliticize an issue, to undermine the critical dimension of the demands. It is easily captured by a *tyranny of positivity* (Ehrenreich, 2010) that will silence and exclude those who express illegitimate emotions (e.g. anger, unfairness, despair) in stigmatizing them as *killjoys* (Ahmed, 2017, 2010). I draw on my still on-going ethnographic experience as a volunteer in a non-profit organization which aims to promote gender-equality in public and private organizations through training, consulting and research. The non-profit organization is asked to animate *fun and disruptive* training sessions more and more frequently, and to make gender-equality an *organizational event*. In order to open a discussion on how we can articulate celebration in an ambitious promotion of gender-equality strategy, I present three theatre fragments that I wrote during my ethnographic inquiry, inspired by performance ethnography methods.

Ahmed, A. (2017). *Living a Feminist Life*. Durham and London : Duke University Press. 322 pp.

Ahmed, A. (2010). *The Promise of Happiness*. Durham and London: Duke University Press. 328 pp.

Ehrenreich, B. (2010). *Smile or die: How positive thinking fooled America and the world*. London: Granta.

Title: London's Homeless Tours: Slumming or Social Tourism?

Author:

Claudia Dolezal
University of Westminster, UK

Abstract:

This paper investigates the work of 'Unseen Tours,' a not for profit social enterprise in London, which offers a source of income to homeless, formerly homeless and vulnerably housed Londoners by employing them as tour guides. By putting the work of Unseen Tours into the context of slum tourism (Freire-Medeiros 2013; Frenzel and Koens 2012) and societal change through tourism (Higgins-Desbiolles 2006; Paddison and McCann 2014), this paper debates the fine line between selling and commodifying poverty and making a social contribution to poor people's lives. This paper calls not only for an inclusion of homeless tour guiding in the debates over the tourism-poverty nexus, but also for increased research efforts into this recent social phenomenon.

By drawing on the relevant literature as well as personal conversations with the team of Unseen Tours, this paper debates the extent to which the tours could possibly be seen as a new kind of 'western' slum tourism, selling poverty as an attraction (Freire-Medeiros 2009), or whether they challenge prevalent perceptions of homelessness and create an awareness of a marginalised group of society. Although the aims of slum tourism products vary, this kind of tourism has faced major criticism in recent years, with commentators questioning the ethics of tourism consumption based on poverty (Meschkank 2011; Rolfes 2010; Freire-Medeiros 2013). By comparing Unseen Tours to other examples of homeless tour guiding, this paper argues that the project has the potential to contribute to positive social change in line with the ideals of social tourism (McCabe et al. 2012). While it needs to be acknowledged that Unseen Tours cannot solve the homelessness problem in London, the organisation does have the power to create new opportunities and visibility for those experiencing homelessness whilst enabling them to play a role in London's tourism sector. At the same time, the tours fulfil tourists' ever-present demands for encountering the 'authentic' and help to diversify the tourism offer in London, distributing benefits beyond the traditional tourist centres to more 'edgy' urban destinations (Smith and Pappalepore, 2015), in line with the territorial expansion of tourism in the city.

Freire-Medeiros, B. (2013). *Touring Poverty*. London: Routledge.

Freire-Medeiros, B. (2009). 'The Favela and its Touristic Transits'. *Geoforum*, 40(4), 580–588.

Frenzel, F. and Koens, K. (2012). 'Slum Tourism: Developments in a Young Field of Interdisciplinary Tourism Research'. *Tourism Geographies*, 14(2), 195-212.

Higgins-Desbiolles, F. (2006). More Than an "Industry": The Forgotten Power of Tourism as a Social Force. *Tourism Management*, 27(6), 1192-1208.

McCabe, S., Minnaert, L. and Diekmann, A. (eds.) (2012). *Social Tourism in Europe: Theory and Practice*. Bristol: Channel View Publication.

- Meschkank, J. (2011). 'Investigations into Slum Tourism in Mumbai: Poverty Tourism and the Tensions between Different Constructions of Reality'. *GeoJournal*, 76, 47–62.
- O'Brien, P. (2011). 'Business, Management and Poverty Reduction: A Role for Slum Tourism?'. *The Journal of Business Diversity*, 11(1), 33-46.
- Paddison, R and McCann, E. (2014). *Cities and Social Change: Encounters with Contemporary Urbanism*. London: Sage.
- Rolfes, M. (2010). 'Poverty Tourism: Theoretical Reflections and Empirical Findings regarding an Extraordinary Form of Tourism'. *GeoJournal*, 75(5), 421-442.
- Smith, A. and Pappalepore, I. (2015). 'Exploring Attitudes to Edgy Urban Destinations: The Case of Deptford, London'. *Journal of Tourism and Cultural Change*, 13(2), 97-114.
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Title: The Moralization of Gender Inequality

Author:

Claudia Eger
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Abstract:

This paper studies the persistence of inequality permeating tourism, being embodied in its interactions, constructed in the gendered division of labor and inscribed on representations of destinations. It focuses on the ways in which relationships of gender inequality are performed and reproduced in the workplace and everyday life through doing gender (West and Zimmerman, 1987). The conceptual foundations of doing gender lie in its critique of the essentialist binary construction of gender and the effects thereof on normative conceptions of gender that maintain intersecting systems of inequality.

The paper adopts an interdisciplinary perspective drawing together organizational, feminist and philosophical studies to capture the complex intersections between gender, religion and access to tourism work. Departing from a view of gender inequality as rooted in the different valuation of genders, it develops a novel view of the social foundation of inequality based on respect. It argues that socially constructed disadvantages persist due to their moralization. More specifically, it studies the effects of women and men's differentiated sense of entitlement to respect on women's access to paid employment.

The framework is applied to the study of gender in Muslim majority countries, which are increasingly leveraging tourism's employment potential as a development strategy. The tension between universal norms and moral relativism have been at the center of debates in business ethics and development. Galvanized by women's movements in the Arab spring uprisings, an increasing reflection on the position and role of women in Muslim societies, and society as a whole in the 21st century, has acquired renewed urgency. In theorizing about inequality-supportive norms and practices in organizations and society, this paper aims to provide an insight to the sometimes-subtle transformations that represent sites of resistance and empowerment within gender trouble.

Title: Emotions in the Tourism Sharing Economy

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Abstract:

Emotional labour has for decades been addressed and investigated in tourism studies and tourism management. Originally coined by Arlie Hochschild in the late 1970s it has increasingly been elaborated upon in relation to tourism service work. This take on the originally sociological concept has predominately been managerial in tourism management studies, and contextualized as a clear-cut social interaction between employees and customers, with an employer in the background. Faithful to its mission to produce knowledge of value for the management of the tourist company (be it a hotel or some similar typical actor in the tourism industry) emotional labour has thus been imagined, grasped and understood in specific more or less instrumental and functionalistic ways. Emotional labour is something that has to be formalized in a certain way in order to be addressable and handable from a managerial rationality.

However, with the rise of the sharing economy in tourism, with beacons like uber and Airbnb in the center, the employee becomes his or her own employer, and at the same time is regulated by an assemblage of digital technologies. The established view on emotional labour as situated within a triangle of employee, customer and employer does not apply in the same way. As a consequence, emotional labour as a societal phenomenon needs to be rethought, outside the comfort zone of conventional managerialism. To some degree this has been done in tourism studies, but this research is still in its cradle. In particular, there is a lack of reasoning of more (sociological) contextual and systematic, as well as critical but also nuanced, takes on emotional labour in the tourism sharing economy. This paper offers such a contextual, systematic, critical but also nuanced (thus avoiding conventional neoliberalism-bashing) take on the phenomenon, with the highlighting the emotional labour of being an Airbnb host as a case.

Title: “I Feel Hopeful and Optimistic”: Post-Quake Psychological Resilience in Small Tourism Firms in Kaikoura, New Zealand

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Abstract:

The ability for small tourism firms to bounce back from adversity has been linked to the resilience of both individuals, such as business owners and employees, and the organization itself. Studies examining how psychological resilience manifests in small tourism organizations are scarce. More importantly, the question of how psychological resilience of business owners and managers contributes to business recovery in the aftermath of a disaster remains unanswered. Using Kaikoura, New Zealand, as a case study, this paper attempts to understand how hope and optimism as markers of psychological resilience contribute to business recovery of small tourism firms. In 2016, Kaikoura was hit by a magnitude 7.8 (Mw) earthquake causing extensive damage to tourism infrastructure leading to a drastic fall in tourism numbers and expenditure. Post-quake international spending dropped to zero. In 2017, 17 small business owners and managers were interviewed on several aspects of business recovery. Thematic analysis was used to analyse the data. The findings reveal two prominent themes in shaping psychological resilience, hope and optimism.

Hope consists of three components namely, goal, pathway and agency thinking. Drawing from Snyder (2002), hope refers to the perceived capability of an individual to derive pathways to reach the desired goals and motivate oneself through agency thinking to use these pathways. Luthans et al. (2007) suggest that hopeful organisational leaders are crucial to the survival and growth of organisations in the face of environmental change. Fifteen out of the 17 participants exhibited hope. Those participants were used to setting personal and business goals to cope with change. By having clear goals in mind, these participants had a good picture of what they wanted to achieve for their business post-quake. More importantly, this also implied that they set realistic and achievable goals, which enabled them to plan business recovery in an effective way.

In addition, when thinking in an entrepreneurial context, the ‘pathway’ component of hope suggests that the entrepreneurs who can demonstrate hope have the ability to come up with multiple courses of action for the business to overcome the event (Baron, Franklin, & Hmieleski, 2016). Participants in this study who were hopeful were able to proactively find alternative

pathways to reach their goals, and were strongly determined in achieving those goals by adapting their plans to achieve the desired outcomes.

Optimism refers to holding positive expectations for the future (Carver, Scheier, & Segerstorm, 2010). Studies have shown that optimism is positively related to authentic leadership and entrepreneurial venture creation intention (Lindebaum & Cartwright, 2010; Mathew & Gupta, 2015; Trevelyan, 2008). Optimism is positively related to individual wellbeing post-quake (Kuijjer et al., 2014). The findings reveal that 15 out of the 17 participants exhibited optimism. When faced with adversity, optimistic attributions to the extenuating circumstances provide the necessary impetus for accepting and implementing change. One participant mentioned that he focuses his attention on the positive side of things as these generate business opportunities. The findings have implications for the well-being of small business owners and the type of business support that must be offered post-quake.

References available upon request.

Title: Women's Pathways through Entrepreneurship in the Tourism Industry

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Abstract:

Entrepreneurship is strongly gendered and persistently so across age cohorts. In tourism, although women students dominate in most European hospitality and tourism management schools, and often constitute the majority of employees, they are a minority in decision-making positions and as entrepreneurs (Pizam, 2017). Also, women's entrepreneurship in tourism has been highly selective, being typically linked to stereotypical women's home and family care work: e.g. home-stays, handicrafts (Kwaramba et al., 2012), the emerging Sharing Economy (Juul, 2015), and social entrepreneurship (Kimbu & Ngoasong, 2016).

The entrepreneurship journey typically involves different—but not necessarily linear—phases: latent entrepreneurs with preferences for self-employment; nascent entrepreneurs taking steps to start a business; entrepreneurs in new businesses (Bönte & Piegeler, 2013; Global Entrepreneurship Monitor, 2017), and subsequent consolidation and growth phases. However, for women's careers, the relevance of the existing stage models based on the experiences of male-dominated samples is questionable. Instead, researchers have advocated a more contextualized approach that looks beyond predetermined models (Zahra et al., 2014) and recognizes additional influences. For example, women are less likely to follow simple sequential steps in business creation, as a consequence of interrupted careers and family caring roles (Baum, 2016). Their networks have more limited outreach and diversity (Welter, 2004) while use of technology and social media are gendered (Figueroa-Domecq, 2011). A narrow focus on economic benefits has also constrained attempts to empower women as entrepreneurs (Parsheera & Sood, 2011). There are also important differences in respect to cognitive processes, such as perception, problem-solving, opportunity identification, and risk tolerance (Brush, 2009). These intrinsic and extrinsic factors influence the type of businesses women launch. Women apply for fewer and smaller loans than men (De la Fuente et al., 2014), are more reluctant to acquire debt

(Caliendo et al., 2009), and are more likely to open businesses in the service sector (GEM, 2017).

Consequently, the aim of this contribution is the critical evaluation of women's entrepreneurship journey, to identify and assess the different pathways that women follow, based on a post-structuralist theoretical framework, and evaluating the impact of intrinsic and extrinsic factors, and of what is visible and invisible. It follows a qualitative methodology through interviews undertaken in the UK and Spain; primary data will come from interviews with 15 men and women entrepreneurs in each country and content analysis using NVivo12. Snowball sampling utilising multiple entry points will be the basis for the initial selection to avoid stereotyping and ensure the participation of entrepreneurs with a range of experiences in the different tourism industries: Hospitality (accommodation and restaurant industry); Commercialization (communication and distribution); Transportation; Events or other Tourist Services. Different types of tourist destinations are also sampled so that rural and urban entrepreneurs are included in the study. Finally, the comparison of a necessity-driven entrepreneurship country, like Spain, and an innovation-driven country like UK, provides an important framework for evaluation of individual journeys, but also of the importance of other interactional and institutional factors.

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Title: Women, Entrepreneurship and Tourism: A Systematic Review

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Abstract:

Despite tourism having been a fertile field for entrepreneurship, there is relatively little research on this topic in the tourism journals, the numbers of papers are relatively static, and theoretical work remains at a consistently low level (Li, 2008). Gender issues are also under-theorised and little researched empirically despite the growing importance of women entrepreneurs (de Bruin et al., 2006, 2007; Brush, et al. 2009), and updated studies are needed.

Consequently, the aim of this study is to provide a critical map examining Women, Tourism and Entrepreneurship (WomEnt) research. Through a bibliometric analysis and a systematic review, 102 articles have been identified in this area. Three main findings/observations emerge from the analysis. There are distinctive but inter-related geographies of the performed fieldwork and the intellectual origin of the investigations. The location of universities researching in WomEnt are concentrated in Spain (26 contributions, 12.5%), Greece (25 contributions, 12%), United States (23 contributions, 11.1%), Australia (21 contributions, 10.1%), Portugal (19 contributions, 9.1%), United Kingdom (19 contributions, 9.1%), New Zealand (8 contributions, 3.8%), Sweden (8 contributions, 3.8%). Meanwhile, fieldwork shows an interest in developed countries in Europe (53.4%), North America (13.5%) and Oceania (13.9%), but also an important participation of Asia (11.1%), Africa (6.3%), and Central and South America (1.9%), covering a broader area than the intellectual origin of the research actions. It is both a case of who studies whom, and who studies where, being indicative of underlying power relationships.

Another important research finding is the stereotyping of the role of women as entrepreneurs: concentrating on rural tourism (Brandth & Haugen, 2010; Pettersson & Cassel, 2014; Raditloaneng & Chawawa, 2015), hand-crafting (Kwaramba et al., 2012; Bakas, 2017) and accommodation (Hikido, 2017; Dieguez-Castrillon et al., 2012). That is a focus that potentially overlooks the role women undertake in innovative, entrepreneurial areas such as technology. Finally, this specific research area seems disarticulated from feminist and gender-aware scholarship, with a low integration of feminist theory around the empirical research, and

important insights that can be gained from this approach (Chambers, Munar, Khoo-Lattimore & Biran, 2017); these results are aligned with the lack of usage of a feminist epistemology in the tourism industry (Tribe, 2006; Pritchard & Morgan, 2017; Figueroa-Domecq et al., 2015). The review reveals a number of important research gaps (territories, topics or industries) in the midst of the highly selective literature in this area, gaps that inhibit understanding of the gendered dimensions of entrepreneurship.

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Title: Involving Locals in Nature Policy and Planning by Investigating Emotional Values of Places: The Case of the Boschplaat, Terschelling

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Abstract:

In the Netherlands, ecological and economic values of nature often form the basis of nature policy and planning, whereas emotional values tend to be neglected. This has led to misunderstandings and resistance against policies regarding nature areas among a general public. In this paper, a case study is presented in which inhabitants' emotional values of nature are explored as part of a nature policy plan.

The case study concerns the involvement of inhabitants with the future plans for the protected area of the Boschplaat on the Wadden island of Terschelling. This area is managed and owned by the Forestry Commission, a large national nature organisation in the Netherlands which owns many protected areas in the Netherlands. For the protected area of the Boschplaat, the Forestry Commission formulated a future vision with the aim to improve biodiversity and resilience of the area. One of the measures to increase the natural dynamics is the plan to make a hole in the dike. This dike has been there since the 1930s, and over the years, it has been covered by sand dunes. However, making a hole in a dike is a sensitive measure for island inhabitants. On top of that, local inhabitants have many memories related to the dike and the Boschplaat. The sand dunes along the dike also hold tangible cultural heritage, such as objects from shipwrecks, and items from the second world war. The Boschplaat is thus not only a protected nature area, it is also an area with a rich cultural history and special meanings to local inhabitants.

To reveal local people's special meanings and experiences about the Boschplaat, local inhabitants were interviewed. The methodology which used was 'walk along' interviews, as developed by Carpiano (2009). This relatively novel qualitative research method is suitable for gaining insight into people's emotional relationship with a specific place. The method has first been used by Lynch (1960) to study how people interact with their daily environment. According to Carpiano (2009), walk along interviews form a combination of fieldwork and in-depth interviews. Local inhabitants were asked to take the interviewee to their favorite place or places on the Boschplaat and tell them about their memories and experiences with this place. The interviewee selects the place, time of day, and route, and thus becomes the guide. The local inhabitants are invited to tell stories about their special place.

The results will be used to communicate the special meanings of the Boschplaat and the dike to inhabitants and visitors. Storytelling will be used to transfer emotional meanings of local inhabitants with the Boschplaat.

Carpiano, R. M. (2009). Come take a walk with me: The 'Go-Along' interview as a novel method for studying the implications of place for health and well-being. *Health, & Place*, 15, 263–272.

Title: The Overlooked Agenda of Ethical Leadership in Tourism: A Disciplinary and Philosophical Critique

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Abstract:

Ethical leadership emphasizes ethical role modeling, principled decision-making, leader integrity and ethical treatment of others. Notably, ethical leadership positively relates to perceptions of interactional fairness and follower ethical behavior, what, in turn, is leading to higher levels of job satisfaction, trust in leadership and lower levels of counterproductive behavior (Bedi et al. 2016). While management literature with a focus on ethical leadership is growing steadily, tourism literature (with the exception of few ethical leadership studies: see Minett et al. 2009; Varra et al. 2012; Javed et al. 2017; Liu 2017) is scant. A recent literature-review of management topics in tourism and hospitality identified only one study on ethical leadership (Chang & Katrichis 2016).

In order to build momentum of research on ethical leadership in tourism, we, first, review and criticize major management theories and their foundation in economic theory. For instance, *Corporate Governance* is grounded in *Agency Theory* (Jensen & Meckling 1976), assuming managers to ‘*maximize shareholder value.*’ *Organization Design*, grounded in *Transaction Cost Theory* (Williamson 1975), presumes managers to control people to ‘*prevent opportunistic behavior.*’ Finally, *strategic management*, grounded in Porter’s (1980) *Five-Forces-Framework*, expects companies to compete not only with competitors, but also with suppliers, customers, employees, regulators and locations. By further criticizing Friedman’s ‘*liberal*’ doctrine (2002), which *explicitly* denies any ethical considerations, we illustrate how bad theories are destroying good leadership practice (Ghoshal 2005). The critique mainly refers to partial analysis, unrealistic assumptions (*homo economicus*), deductive reasoning and the exclusion of human intentionality, thereby disqualifying management theories based on mainstream economics to explain ‘*phenomena of organized complexity*’ (Hayek 1989, p. 4). Rather, through a process of *double-hermeneutics* (Ghoshal 2005), theories in social sciences (unlike those in physical sciences), tend to be self-fulfilling: i.e. managers start *acting* in accordance to theory.

When it comes to humans’ *action* and its relation to morality, our critique is more philosophical in nature and relates to Aristotle’s dualistic ontology, which differentiates between two types of action. One type of action is endowed with inherent meaning, while the other action type serves as a means to an end. The former refers to ‘*praxis*,’ comprising the domains of *ethics* and *politics*, while the latter refers to ‘*poiesis*’ (to bear, the ‘*originated*,’ the ‘*created*’). In Aristotle’s words: “*Poiesis has a goal outside of itself, not so the praxis. For the good praxis is a goal by itself*” (ibid 2011, p. 1140). In contrast to ethics and politics, the production sphere (*poiesis*) turns into a private affair. In the same way, related human *exchange processes* tend to reify themselves as means to an end, thereby transforming the personal ‘*You*’ to an impersonal ‘*Id*’ (Brodbeck 2005). Aristotle’s error in reasoning is rooted in his attempt to explain the nature

of ‘*poiesis*’ by his concept of the *Four Causes* (Aristotle, *Physics*). As supposed to be of major *moral* relevance to the public sphere, only the final cause, the ‘*What for*’, refers to the public domain. In spite of their intrinsically *public* nature, Aristotle relates the (other) causes of form, material and of the move (‘*efficiens*’) exclusively to the *private* sphere. However, as moral became a private affair, the *content of perception* and the *object of action* became two isolated individual givennesses. Thus, by eliminating the socio-communicative aspect from action, Aristotle’s *dualistic* separation of *praxis* and *poiesis* disembodied ethics: although humans still connect through linguistic signs, *individual perception*—the foundation of private *and* public action—only shows a private nature and significance (Brodbeck 2005). Western ontologies and their Nominalist Theories rooted in Aristotelian ‘Substance Metaphysics’ fully reproduce this separation of *notions* from their *social act*, which leads to unbreachable epistemological gaps, well known as ‘Induction Problem’ and ‘Fact–Value Antinomy’ (ibid 2005).

The final discussion proposes a research agenda of ethical leadership in tourism with the capacity to re-connect *private* and *public* aspects of ethics. Broadly speaking, this comprises tourism research dealing with philosophical concepts such as ‘*freedom*,’ ‘*creativity*’ and ‘*responsibility*,’ showing both their nexus among each other and their private *and* social dimensions (Fuchs & Baggio 2017, 2018). More concretely, research on ethical leadership in tourism should aim at better understanding how the *joint* creation of private and social benefits is driven by leadership styles and values (e.g. spiritual leadership), organization types and related values (e.g. small-scale family business, relations with suppliers, etc.), and by the tourism service product and its experience values (e.g. eudaimonic, authentic, etc.). The hope behind this effort is to remove absurdities in management theory that lead to a disembodiment of ethics and a dehumanisation of (tourism and hospitality) practice.

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Title: It Just Feels Right: The Intuitive Mind and Decision Making

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Abstract:

The introduction to the Handbook of Decision Making (Nutt & Wilson, 2010) calls for managers “to choose wisely in order to benefit both the organisation and its key stakeholders” (p. 3). Yet within the 679 pages of the Handbook of Decision Making, wisdom is only mentioned once. However, this oversight of wisdom is not uncommon, as *The Oxford Handbook of Organizational Decision Making* (Hodgkinson & Starbuck, 2008) makes no mention of wisdom whatsoever. However, there is increasing acknowledgement that rational decision-making models are not adequate for complex social systems (Hodgkinson & Starbuck, 2008; Nutt & Wilson, 2010; Stacey, 2011). As a result, there is growing interest in the role of intuition within decision making (Malewska, 2015a; Weber & Lindemann, 2011). There are conflicting interpretations and descriptions of intuition. Intuition has been described as “a paranormal force,” “a sixth sense,” (Malewska, 2015b) “premonitions,” “unbidden hunches” and “gut reactions” (Myers, 2002). Conversely, intuition is also described as a rational process, where the input into the process is generally provided by knowledge or experiences stored in the long-term memory and processed automatically in the subconscious (Betsch, 2008; Malewska, 2015b; Sadler-Smith, 2010). Similarly, Claxton, Owen, and Sadler-Smith (2015) suggest that intuition exists at the “nexus of cognition and affect” (p. 57). These descriptions of intuition suggest that it is an expertise-based response as opposed to a mystical experience. This research adopted a qualitative research methodology and paradigmatic case study methods (Flyvbjerg, 2011) to investigate decision making and the use of intuition within the hospitality environment. Data collection methods included in-depth semi-structured interviews and document analysis (Merriam & Tisdell, 2015; Neuman, 2014). Data analysis involved inductive and abductive reasoning to guide and inform ongoing interpretation and examine divergence within the data (Patton, 2002). The finding revealed that intuition is an important contributor to the decision-making process by many of the participants as it informed interpersonal interactions and also provided relevant and sometimes compelling information. While the participants used terms like instinct, gut and emotions to describe intuitive processes, it is apparent that the participants’ intuition was generally associated with values, feelings and tacit knowledge gained from experience. The value placed on intuition by the participants and their acceptance of it as a valid form of information challenges the dominance of rational decision-making strategies (e.g. Beshears & Gino, 2015) which, as Sadler-Smith (2010) suggests, regard the use of intuition as undesirable and to be avoided if possible. Instead, intuition is identified as a key source of information within this study. It is developed over time, which requires practice in listening to and interpreting feelings, exercising values, and accumulating tacit knowledge. This description is consistent with Cokely and Feltz’s (2014) claim that intuitions are based on past experiences, connections and feelings. However, rather than intuition being mystical, random and irrational,

the findings of this study conceptualise intuition as natural, purposeful and sensible, and in this sense, when mastered it can be described as intelligent intuition.

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Title: What Is a Successful Career in Tourism and Hospitality Academia?

Author:

Irina Gewinner

University of Luxembourg and Leibniz University Hannover

Abstract:

Women are still sometimes seen as less suitable for leadership in academic life courses than men (Wolfinger et al., 2009; European Commission, 2012; Piotrowski & Kang, 2016). Scholars have revealed that while men's careers are considered normative and exhibit a relatively stable, gradual development, female academic life courses demonstrate higher individualisation due to significant vertical and horizontal inequalities (Beaufaÿs et al., 2012). These are characterised not only by the social origin and the field of study, but also increasingly by gender (Bagilhole & White, 2013). Despite current policy regulations to bring more women into leading positions in academia, women are underrepresented in professorships in many European countries. One of the explanations argues that scientific institutions are challenged by innovations and diversity policies, but at the same time still reproduce patriarchal cultures and lack contemporary gender role models. This entails persisting cultural stereotypes that hinder women in advancing their academic careers.

Past research has hardly addressed gendered leadership issues in tourism and hospitality academia in its own right. Notable exceptions (Fotaki, 2013; Munar et al., 2015; Becken et al., 2016; Chambers et al., 2017; Munar, 2017) demonstrated a substantial gender gap in tourism academia and claimed "...we simply do not know what gender looks like on the career ladder in tourism academia" (Munar et al., 2015, p. 17). Even less is known about diversity issues pertinent to leadership in this vibrant field of study, especially those linked with migration background and ethnicity. Previous studies found that senior positions in tourism and hospitality academia are distributed unequally (Becken et al., 2016) and that research networks and impact creation are gendered (Munar et al., 2015). However, a comprehensive picture of a successful academic career and academic leadership with regard to gender and diversity in tourism and hospitality academia is lacking.

This paper, offered for oral presentation, aims at reducing the existing research gap by exploring the distribution of gender and the extent of diversity in leadership positions of German-speaking tourism and hospitality academia. Focusing particularly on senior stages of scholarly career as a lived manifestation of ability to lead in research work is crucial for understanding common key points in careers, identifying successful career patterns and gaining insight into knowledge production mechanisms under consideration of geographical contexts and institutional framing conditions of global academia. This investigation examines careers of senior researchers (R3 and R4 according to EU definition) in tourism and hospitality with special attention to aspects of gender and diversity. By doing so, the article develops a better understanding of academic leadership by giving insights into the role of gender in a successful academic career in this field of study in Germany, Austria and Switzerland. The examination is based on a reconstruction of professional history and quantitative analysis of CVs of professors

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collected from online screening of 10 best higher education institutions that provide bachelor's degrees. Aspects under consideration are gender, age, academic mobility, publication activity, affiliations, migration background and topics of interest. Preliminary results show that academic leadership in tourism and hospitality is predominantly white and masculine.

Title: Gender Issues in Tourism and Hospitality Organisations: How to Bridge the Gap between Gender Awareness and Organisational Support?

Authors:

Maria Gebbels
University of Greenwich, UK

Wenjie Cai
University of Greenwich, UK

Xiongbin Gao
University of Surrey, UK

Abstract:

Gender issues are a current ‘hot topic.’ Awareness of gender inequality has been largely addressed by social movements, legislation and organisational regulations, as well as academic research. Although sufficient awareness is being raised (see Costa et al. 2017; Figueroa-Domecq et al. 2015; Morgan & Pritchard, 2018), the academy and industry have made little effort to correct the male domination of leadership positions and marginalisation of women in industry forums and conference keynotes.

This conference presentation aims to address the gap between the largely discussed gender issues and insufficient organisational practices by proposing a multidimensional framework for tourism and hospitality organisations to provide support to individuals. We argue that organisations, therefore, can be the driving force to bridge the gap by providing support and solutions to empower individuals in the hospitality and tourism sector.

This conference presentation draws on a thematic analysis of the discussion of gender issues in tourism and hospitality during a public seminar hosted at the University of Greenwich in May 2018. The richness of our findings was generated from an open and interactive dialogue between the keynote speakers as well as the audience, who represented academia and the hospitality and tourism sectors. We propose three dimensions of engagement to suggest actions that organisations should take to tackle gender issues at the individual level. These three dimensions are education and training, policy and environment, and legislation. We suggest organisations implement actions based on these three dimensions, such as providing a trusting environment, offering sufficient mentoring and training schemes, as well as implementing and transferring policies in order to resolve issues of gender inequality, diversity and inclusion at the individual level within organisations. In addition, we suggest that organisations should take into account various stakeholders involved, and utilise an alternative lens (e.g. queer lens) to revolutionise approaches to tackle gender issues at the individual level.

This presentation proposes a framework for organisational change, support and practical solutions ranging from higher education institutions to transnational corporations. With this in mind, we suggest that our data may generate insights for ‘what can be done’ rather than merely

present 'what the problem is.' This presentation concludes with a research agenda for organisational practice and highlights areas for future academic research.

Costa, C., Bakas, F., Breda, Z., Durão, M., Carvalho, I., & Caçador, S. (2017). Gender, flexibility and the 'ideal tourism worker.' *Annals of Tourism Research*, 64, 64–75. <https://doi.org/10.1016/j.annals.2017.03.002>

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Title: (In)equality in the Outdoors: Gender Perspective on Recreation and Tourism Media in the Swedish Mountains

Authors:

Kristin Godtman Kling
Mid-Sweden University College

Lusine Margaryan
Norwegian University of Life Sciences

Abstract:

This study investigates participation and visibility of women in outdoor recreation, by looking at the case of mountain areas in Sweden. We examined gender differences in participation in various outdoor recreation and tourism activities in the Swedish mountain region and explored how these activities are portrayed from a gender perspective on the websites of five major tourist destinations. Investigating participation in outdoor recreation from a gender perspective is important, as spending time in nature has been linked to better health and well-being. It can therefore be argued that if men have better opportunities and more encouragement to participate in nature-based activities, women risk exclusion from important elements connected to quality of life.

Remote mountain areas and Northern landscapes have traditionally been imagined and marketed as wild and untamed and, thus, oriented towards the male tourist gaze. Tourist activities such as shopping, visiting spas, spending time with family are, however, most often marketed towards women, perpetuating stereotypes of beauty, motherhood and care in leisure. In order to better understand and possibly counteract persistent gender norms in participation and representation of outdoor recreation, an analysis of tourist media visualizations becomes particularly relevant.

This study aims to contribute to the research on gender representations in tourism media by focusing on promotional images of mountain destinations, grounded in statistical data on outdoor recreation participation in Sweden. The study adopts a mixed-methods research design, combining quantitative and qualitative methods. The quantitative data analysis aims to find out if there are gender differences in the modes of participation in outdoor recreation among the Swedish population, based on a national survey. The qualitative analysis of images on tourism websites aims to understand how outdoor recreation is represented in promotional media from a gender perspective. The results from both data sources are subsequently integrated.

Results from the quantitative analysis show a statistically significant association between gender and type of outdoor activity in a number of the activities included in the survey. Results from the qualitative image analysis revealed that traditional gender norms were present in the website images, such as portraying women in calm environments and men in action-filled environments. Women were also more often portrayed as passive landscape admirers. Findings also show connections between activity participation and gender display, as, for example,

significantly more men were engaged in mountain biking, and more men were portrayed participating in this activity.

Persistence of gender norms in the outdoors is problematic on several levels. Perpetuating women's roles as passive participants undermines their aspirations for leadership positions in the outdoor context and reinforce the notion of women as outsiders in this environment. Moreover, portraying men as adrenaline-seeking adventurers places exaggerated expectations on men as conquerors of the outdoors. Stereotypical displays of outdoor recreation activities can therefore be argued to negatively affect both women's and men's relationship with the outdoors, as it can limit both genders in their choice of activity.

Title: Journey into Higher Education: A Study of Postgraduate Indian Students' Experiences, as They Make the Journey to a New Teaching and Learning Environment in the UK

Authors:

Pauline Gordon
Edinburgh Napier University, UK

Abstract:

In recent years the number of postgraduate students from India studying in the United Kingdom (UK) has significantly increased, bringing substantial economic benefits to the higher education sector and the wider economy. In particular, Indian students studying on postgraduate programmes in the UK form the largest group of postgraduate students (58%), which is forecast to grow annually, by 3.1%, until 2024 (British Council, 2014; HESA, 2018). However, increasing international competition along with evolving government restrictions on student immigration and the decision to leave the European Union (EU), has put the sector in a very vulnerable position. Currently, there are various groups of international students who have come from different academic backgrounds and encountered various challenges moving to an unfamiliar Teaching and Learning Environment (TLE). Hence it is crucial that Higher Education Institutions (HEIs) understand from a student perspective, the issues and challenges that students experience, so that they can design and implement appropriate support strategies that facilitate the needs of different cohorts of students.

The search for specific studies carried out on Indian postgraduate students' educational experience into (HEIs) in the UK has generated few results. Indeed much of the research that currently exists about international students' educational experience has centred on specific aspects of transition such as: widening participation, social and academic integration, retention, and the social and academic institutional systems that support students Harvey, Drew and Smith, 2006; Johnson, 2010; Roberts, 2003; Trotter and Roberts, 2006; Yorke and Longden, 2008). However, this study makes an attempt to move the discussion forward by viewing transition as an educational process rather than as an outcome. By viewing transition as an educational process, it allows the researcher to capture student's experiences as they make their journey from one (TLE) to another. This DBA study focusses on capturing the educational experiences of a group of Indian students who have chosen to study on various postgraduate degree programmes within a Business School at a Scottish university. The study follows the students' educational journey, as they move from their previous (TLE) to a new (TLE) in the UK. Using a purely qualitative approach to gather data, the research captures students' experiences as they journey into a new (TLE) in the UK, thus allowing the researcher to obtain a deep understanding of the issues and challenges through the voices of students.

Research data was gathered using two sets of unstructured interviews, which were conducted at two critical points in the students' journey. There were six students interviewed at two different stages and each interview lasted between one to one and half hours. Subsequently, the data was analysed using thematic analysis which identified six specific themes that were presented and discussed. The findings revealed the issues and challenges that Indian postgraduate students experienced when they made the educational journey from their home (TLE) to a new (TLE) in the UK. The findings also reveal that the support strategies implemented by the host institution were not effective in helping students to successfully adapt

to their new (TLE). The study makes a contribution to knowledge in two ways. Firstly it moves the discussion forward by allowing the researcher to study transition from a different perspective. For example, this study views transition as an educational process that captures student's experiences, therefore it explores experiences rather than simply capturing the outcome of an educational journey. Secondly the study contributes to knowledge by providing Indian students with a voice to share their experience in the context of a postgraduate programme. Recommendations from the study are presented and based on the needs of Indian students, with some ideas being unique because they were suggested by the students themselves. These can be used to inform the host (HEI), the teachers who teach these students, as well as the wider academic community.

Title: Exploring the Use of Environmental Instruments as a Method to Promote Sustainable Tourism in Islands: The Case of Savusavu, Fiji

Authors:

Sonya Graci
Ryerson University, Canada

Logan Van Vliet
Ryerson University, Canada

Abstract:

Small islands such as Gili Trawangan in Indonesia, require the sustainable use of resources and conservation of their wildlife in order to continue to thrive as a tourism destination. As the draw to many islands is the natural resources, these destinations must protect the resources that sustain them. In the case of Gili Trawangan, which is known as the sea turtle capital of the world, it is in their best interest to conserve their marine and land based resources in order to ensure their longevity as a tourist destination. A rapidly growing tourism destination that has reached its carrying capacity, excessive pollution and disturbance from fisherman and tour boats has led to the negative management of the land and sea resources. Despite these forces of negative change however, the community has come together and instituted several innovative ways to create sustainable change. Through the development of the Gili Eco-trust and its associated eco-tax several community based initiatives have been implemented that has led to the empowerment of the local community to fight the negative consequences of unplanned tourism development. This paper aims to discuss several community based initiatives that have been implemented in this island to create empowerment and positive change. It is based on four qualitative studies that have been conducted in the island from 2005 to 2012. This case study explores how collaboration at a community level can create the implementation of several initiatives such as an environmental impact assessment, eco-trust, eco-tax, and the involvement of an environmental coordinator that leads workshops on environmental education, fights the slaughter and mismanagement of the marine and land ecosystems and leads to partnerships that empower this community to fight the negative impacts of tourism development.

Title: How Festivals Mitigate the Adverse Effects of Oppression for Attendees: The Case of the New Beginnings Festival

Authors:

Najmeh Hassanli
University of Technology Sydney, Australia

Trudie Walters
University of Otago, New Zealand

Ruth Friedman
University of Technology Sydney, Australia

Abstract:

Despite legislations designed to guard against racial discrimination in Australia, a number of studies have found that oppression and intolerance towards ethnic minorities still exist. For individuals, the consequences of oppression, marginalisation and being devalued include a sense of demoralisation, lowered self-esteem, anxiety and decreased quality of life. In spite of these adverse effects, marginalized individuals strive to respond adaptively to the stressors they encounter. As a form of leisure, it has been argued that attending events may help resist or overcome the deleterious effects of marginalisation, but empirical research is lacking. While different types of settings may help to facilitate an individual's adaptive response to oppression, research into specific settings has largely been overlooked to date.

Counterspaces are settings that promote the wellbeing of individuals who experience oppression by allowing them to challenge the societal narratives concerning their identities. Drawing on the Counterspace Framework and using the New Beginnings Festival as a case study, this paper seeks to understand how festivals may function as a counterspace in mitigating the adverse effects of oppression for attendees. The New Beginnings Festival is an initiative by the Settlement Services International (SSI), aiming to foster artists from refugee and migrant backgrounds to further develop their artistic practice and reach new and larger audiences. By promoting refugees' and migrants' cultural heritage and expressions, it fosters community cohesion, cultural exchange and appreciation of cultural diversity. The one-day festival features live music, dance performances, and food and market stalls with an array of international cuisines and cultural handicrafts.

Data was collected in November and December 2018. Potential participants were approached at the festival on 3 November. Those who identified either as a refugee or migrant and who felt comfortable communicating in English were invited to take part in an interview after the festival and at a location of their preference. A total of 17 in-depth semi-structured interviews were conducted. The interview data will be analysed using thematic analysis, with the three processes of adaptive responding to oppression, specifically (1) narrative identity work; (2)

acts of resistance; and (3) direct relational transactions used as a basis to code the data. Interview data will be supplemented with personal observations and documentations made by the researchers during the festival.

This paper broadens our understanding of the leisure experiences of marginalised groups. Specifically, by focusing on refugees and migrants who are more prone to perceive a sense of oppression and marginalisation, the paper contributes to social justice and inclusion issues in the context of critical event studies. The findings also have important practical implications for event organisers in helping them understand how to generate more positive value for their attendees, and demonstrate the importance of multicultural, ethnic and art festivals to funding bodies such as government and community agencies.

Title: The Holidays of Older Single Women

Author:

Bente Heimtun
UiT The Arctic University of Norway

Abstract:

This study is a work in progress with only two conducted interviews at this point. Our aim is to explore older (55+) Norwegian single women's holidays, how they travel, where and when, with whom and why. The study builds and draws on previous feminist research on midlife (35–55 yrs.) single women that demonstrates how various types of holiday spaces empower and constrain them (Heimtun 2007, 2011). By focusing on older women, we seek to expand our understanding of holidays as intimate, embodied, relational and social spaces, underpinned by social and cultural power relations such as gender, singlism and ageism (Pritchard, 2014). At the same time, we will focus on the wellbeing aspects of holidays related to sociability and health. As single is not a uniform category, including always singles, divorcees and widows, in this study we will also explore how previous marital status and current family relations shape the older women's holidays. In particular, the oldest of the women, statistically, would have been married with children. An interesting topic to investigate is thus these women's experiences with intergenerational holidays and how family bonding enables and restrains them.

Title: Toward Hospitable Methodologies in Tourism

Authors:

Emily Höckert
University of Lapland, Finland

Bryan Grimwood
University of Waterloo, Canada

Abstract:

In our journeys toward understanding, predicting, questioning, and deconstructing the pleasurable and perilous phenomena we call tourism, researchers become entangled in a variety of host/guest-like performances and responsibilities. Our imaginations are trained to visit new ideas and experiences; we are socialized to explore or ramble with our curiosities about peoples, places, and destinations; we make space for new questions, answers, imaginaries, and information encountered in the field; we try to leave the door open to both the expected and unexpected, to what and whom we've anticipated in the invitation of our research proposals but also to the strangers who arrive unanticipated. In conducting our tourism research, we leave behind many of our habits of home to mingle as visitors in other places, with hosts and other guests. Simultaneously, we invariably bring along with us our ideological, discursive, and value-laden baggage (e.g., Caton & Santos, 2009; Dunkin & Grimwood, 2016) but also, as Cooke (2018) illuminates, other travel companions influential to our broader social identities and subjectivities.

The notions of hospitality and welcome can be used to describe, disrupt and shape social imaginings and arrangements between ourselves (Germann Molz & Gibson 2007; Kuokkanen 2007; Lynch et al 2011; Veijola et al. 2014). It wasn't that long ago when ethnographers, among other scholarly subjects to be sure, were accused of being quite arrogant guests, who, over a relatively short period of time, visit other peoples' homes, communities, and places to collect information and make interpretations. In such scenarios, the researchers would seem to assume an unconditional welcome to visit and stay, leaning on the sense of entitlement and expertise they carried and bringing back from the field epistemic souvenirs like "new" disciplinary or ethnocultural insights (e.g. Höckert 2018). These kinds of research settings have been problematized in critical tourism studies, pointing out the risks of epistemic violence when research is conducted on or about, instead of with or by, host communities and participants (e.g. Chambers & Buzinde 2015; Grimwood et al., 2012; Pritchard, Morgan, & Ateljevic, 2011).

In this paper, we invite complementary moves by theorizing and enacting hospitable methodologies in tourism. Starting with Levinas' (1969) philosophical framing of hospitality as making space for otherness, we orient hospitable methodologies towards the possibilities and challenges of welcoming and taking care of multiple ways of knowing and being in research. To situate and envision research as a practice of welcome, we ask: What does it mean to be hospitable in and through research? What kind of roles, responsibilities, and critical positionalities do hospitable epistemologies and methodologies enable? What do hospitable

methodologies *do* in relation to the production of tourism knowledge or the critical project of creating just and sustainable tourism worlds? Why are hospitable methodologies relevant to critical tourism studies? Bringing into dialogue reflections on our respective past, current, and future research, we illustrate the conceptual and empirical promise of hospitable methodologies in relation to research with cross-cultural, familial, and more-than-human others.

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-

Title: Tourism and Overcoded Being / Tourism and Liberated Becoming: Deleuze and Non-Dogmatic Thinking

Author:

Keith Hollinshead
Independent Scholar: England and Australia

Abstract:

INTRODUCTION: DELEUZE AND OVERCODED TOURISM STUDIES

The French philosopher Gilles Deleuze is something of a maverick thinker whose nonconformist conceptions have recently had an oxygenating impact on a number of social science fields. In such Deleuzian light, this Ibiza presentation thereby critically examines the power of tourism / Tourism Studies to authenticate and authorise the public culture / the public heritage / the public nature of places and spaces, and it will inspect certain contemporary paradoxes of and about tourism via Deleuzian vistas of being and becoming. In order to synthesise such found paradoxes, Deleuzian conceptions will be harnessed to help assess not only who is apparently doing what to whom and which through tourism, but (more significantly) how else might peoples, places, pasts or presents indeed be more productively inscribed / projected / declared through tourism. And thus, in the Ibiza delivery, Deleuze will be brought on board ontologically—where ontology (in the paradoxical Deleuzian sense) comprises not what is already created but what may be or what could be otherwise discovered. Such will be the conceptual service of Deleuze, the arch conceptualist against consolidated / overcoded in-house common-sense, or otherwise (according to Williams) the lead ethicist of ‘ventillated thinking.’

BACKGROUND: DELEUZE AND THE DOGMATIC IMAGE OF THOUGHT

In order to assess how Deleuzian concepts can indeed be employed to gauge the expectations, the cross-expectations, and the un-expectations of tourism, the presentation will develop insight into Deleuze’s own regimes of thinking vis-à-vis his distaste for over-secure (or dogmatic) institutional knowledge, per se. Principally, Deleuze will be posited as a philosopher who probes how else one might live or work, that is exist and operate in a richer and more creative fashion. Although he did not specifically write about tourism, ipso facto, one may assume that he would regard ‘tourism’/ ‘travel’ akin to the way he regarded art, that is as productive force that can enlighten life once tourism / travel is not so much recognised as merely a strong and stable industry cum business (viz., in his own favoured terms as ‘a molar machine’), but rather as a vibratory event or vantage-point that does not just represent life but opens up understandings about it and possibilities for it. The presentation thus seeks to show that what is important to Deleuze is thereby the capacity of individuals in any field to release themselves from their own normalised imagination, or rather to free themselves from the received figurations (i.e., the droning prefigurations) which routinely constrain their thinking about life.

TOURISM AND THE FLUX OF LIFE: DELEUZE AND PALPATED THINKING

The philosophy of Deleuze—especially when working with Guattari—is far from conventional, and it has only rarely ever been adapted to tourism / Tourism Studies. This Ibiza presentation thereby argues that his philosophical insights do not constitute a cohesive body of tightly reasoned singular sets of arguments for readymade deployment in the domain, but rather comprise a distinct mix of new ways of encouraging open and rich reflection about the world. Following Spinoza, he did not seek to generate a pool of self-contained expostulations or general prescriptions about fixed subjects, but rather sought to build up an interleaved mix of assertions about the world where it is not seen as external object ‘out-there-apart-from-us’ (there to be concretely judged) but as a protean plane of forces which operate not-so-predictably within and upon us. Hence for Deleuze, philosophy is not a foundational matter but is potentially a dynamic happening which can mirror the rich mobility of life. In this kaleidoscopic and scizophrenic light, the philosophy of Deleuze is a raft of liquid conceptualisations which can inspire new trajectories for thinking (or new rhizomatic styles of possibility) for tourism / Tourism Studies, as it can for any domain. For Deleuze, it is the teeming relatability of things that counts, or otherwise the coupling and the not-yet-imagined conjointment of ‘ideas’ / of ‘possibilities’ / of ‘futures.’ Such are the mutable Deleuzean ‘planes of thought’ about becoming-cultures, about becoming-heritages, and about becoming-natures. And this presentation in Ibiza will show how such imbricated Deleuzean connections for things can be profitably palpated (i.e., creatively and productively applied) to aspirational worlds / to converted realms / to not-yet-thought experiences.

Title: Tourism Studies and Theaters of Palliative Possibility: Disruption in the Interests of Posthumanism

Author:

Keith Hollinshead
Independent Scholar: England and Australia

Abstract:

This presentation covers a range of critical weaknesses of practice and shortfalls of attention in the ontology and epistemology of Tourism Studies (and, o.k., o.k., in the axiology and methodology of the contemporary field).

Constituting an extension of the recent work of Hollinshead and Suleman (2016) on the restorative reach and power of tourism, it calls for much more prevalent *adisciplinary / extradisciplinary cognition* in Tourism Studies, and is also premised on the view of Chambers—delivered at The World Congress of Sociology in Yokohama (Japan) in 2014—that the field of Tourism Studies is in much need of decolonisation. This Ibiza delivery thereby seeks to explore what such acts or matters of decolonisation would / could / should indeed entail. In so doing, the manuscript aims to consolidate recent advances in new wave / new sense understandings towards decolonisation by developing an informed and open to the future conceptual glossary to help Tourism Studies researchers (and investigators in related fields) towards improved awareness about the cosmologies of ‘other,’ ‘distant,’ or ‘under-recognised’ *still-colonised* populations, and towards more pertinent research agendas into the cosmologies and aspirations of such so called ‘different’ peoples.

In examining the so-called global provocations of tourism, the glossarial manuscript being presented (in Ibiza) advances the view that the increasing dominion of tourism / Tourism Studies over matters of culture, heritage, and nature has not only been largely carried out according to *eurocentric* canons, but has been bolstered by *theoretically feudal forms of knowing which ought to be disrupted*.

To this end, the paper therefore principally questions:

- 1 Which priority areas of concern in international tourism should indeed be disrupted and decolonialised?
- 2 What would / should / could the disruption cum decolonisation of Tourism Studies principally entail or mainly consist of?
- 3 Who should be involved in the so called disruptive and decolonialising ‘cleansing’ of Tourism Studies?
- 4 How would / should / could the disruption cum decolonisation of Tourism / Tourism Studies be substantiated educationally (in the schooling of practitioners and of researchers who currently drive international tourism)?

The main supposition of this glossarial paper is that the decolonisation of the so-called bleached realm of tourism (after Pfaelzer’s term “bleached” field / “bleached” understandings) would involve considerable disruption—or rather, *conceptual and operational unsettlement*—for many of those who work in Tourism Studies / Tourism Management. Much of the required re-

oriented understanding would indeed be *corrective* (as the industry's internal and collaborative sinews of oppression are identified). Hence, a more fluid acumen is critically demanded vis-a-vis the field's "improved conversation with the world" (after Bauman), where the productive / collaborative genius latent within it can be positively used much more strategically and frequently for distant / removed / colonised populations *in their own found interests*.

Consonantly, this THEATRES OF POSSIBILITY presentation will cover a number of important glossarial terms and concepts which address the following matters of disruption and creative enunciation which have slowly begun to arise in the literature of decolonisation in Tourism Studies, as the field leadenly takes on board more *posthuman* imperatives:

- The toxic reach of tourism
 - Tourism and psychic violence
 - Critical multilogicality
 - Cultural pedagogy
 - Tourism and the power of possibility
 - Academic capitalism
 - The cognitive imperialism of tourism
 - The dialectical relations of tourism
 - Deep listening
 - Critical pedagogy
 - Tourism and capacity-building
 - The schooled mind of tourism.
-

Title: East Jerusalem: Palestine: Tourism as a Tool for Colonization, Segregation, Displacement

Author:

Rami K. Isaac
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Abstract:

Although ethnically based segregation is by no means a new phenomenon in cities (Nightingale 2012), the urban studies literature in recent decades has paid specific attention to class-based segregation corresponding to the worldwide neo-liberal turn (Castells 1996 ; Davis 2007). Enclaves are often subject to special governance regimes and access and movement restrictions, their etymological root in the Latin word *clavis* (key) pointing to the fact that their closed-off perimeter is a defining characteristic. Therefore, the emergence of rich gated communities alongside marginal areas is understood to have created new forms of inclusion and exclusion in post-industrial cities and towns (Douglas, Wissink, & van Kempen 2012). Despite the recent ‘mobilities turn’ (Sheller 2004; Urry 2007), the literature on urban segregation, borders and enclaves has paid scant attention to activities and im/mobilities, focusing its analyses mainly on residential patterns (Kwan 2009, 2013). In this context, Palestine has experienced division and occupation for several decades with severe effects on its tourism, particularly to the holy cities of Bethlehem, Jericho, Nablus, Ramallah and East Jerusalem (Isaac, Hall, & Higgins-Desbiolles 2016).

Since the beginning of the twentieth century, Palestine has seen complicated changes in its political circumstances. These have included the creation of Israel in 1948 and the 1967 war. Consequent to the latter, Israel occupied the West Bank, including East Jerusalem and the Gaza Strip. These events have created catastrophic political, economic, psychological and social impacts that have deeply affected the lives of Palestinians, many of whom became refugees dislocated to neighbouring countries and indeed throughout the world as part of the Palestinian diaspora. In many ways, Palestine itself was wiped off the map (Isaac 2010a, 2010b), with much of historic Palestine becoming known as Israel. In this context, tourism became a political tool in the supremacy and domination of the Israeli establishment over land and people, and an instrument for preventing Palestinians from enjoying the fruits of the cultural and human exchanges that tourism provides. Edward Said (1995: 7) noted that ‘only by first projecting an idea of Jerusalem could Israel then proceed to the changes on the ground [which] would then correspond to the images and projections.’ Israel’s idea of Jerusalem, as elaborated in its master plans—for ethnic cleansing—involves maximising the number of Jews and reducing the number of Palestinians through a gradual process of colonisation, displacement and dispossession. Therefore, this paper examines how Israeli master plans for Jerusalem aim to shape the city into a tourism and high-tech centre, and the ways in which urban planning is used to reshape the city’s demography. It also sheds light on Israel’s deliberate economic breakdown of East Jerusalem, which renders the city essentially unliveable for Palestinians to ensure Jewish control

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over it. Tourism in this context is used as a tool to control the narrative and ensure the projection of Jerusalem in the outside world as a 'Jewish city.'

Title: The Actualization of the Critical Impulse in Critical Theory: Dialogical Rationality around Rachel's Tomb in Bethlehem

Authors:

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Abstract:

The Critical Turn in tourism academia has been announced without a thorough understanding of the tradition of Critical Theory. The classical thinkers of Critical Theory need to be understood in order to clarify the significance of this tradition in the present situation. Two main concepts have been introduced in this tradition and are clarified in this paper, Critical and Essence. In the German discussion between Critical Rationalism and Critical Theory during the 60s (the 4th Positivismusstreit), Marcuse introduced the concept of Essence as an answer to his opponents. We discuss this concept after its confrontation with post-modernism and relate this discussion to a revitalisation of the qualification 'Critical,' in Critical Theory. We save this qualification from the post-modernist attacks on the universality of the Critical Theoretical position. In order to be able to do so, we introduce a mode 3 discussion (Kunneman, 2005; Isaac & Platenkamp, 2012), in which the qualification 'Critical' receives a new significance on the 'agora' (Arendt, 1958). Against the background of this revitalised critical theoretical framework, we demonstrate the current position of Critical Theory in the tourism academy. Our position is that the critical impulse in this theory has experienced a serious degree of content inflation so that everyone in tourism academia who uses the word critical has become critical. The qualification 'Critical' receives a more actualised significance if it can be fully elaborated during the process of the argumentation at the 'agora'. Rachel's Tomb is used as a case to illustrate this revitalisation of the qualification 'critical' on the agora.

Title: Representation of Tourism Knowledge: A Post-colonial Perspective on Gender and Ethnicity

Author:

Sanggyeong Je
Griffith University, Australia

Abstract:

Feminism has opened new lines of inquiry and given significant influence across the discipline. The long tradition of females' gendered roles as well as the existing patriarchal structure (old boy's networks) impede women from progressing to the top level. Therefore, encouraging women to lead in a workplace and society is important, and there has been an increasing awareness of building balance between male and female speakers at tourism events. The empirical evidence also shows that tourism knowledge is not only gendered but also colonised with deep roots of Eurocentrism. As the representation of speakers is the key factor to show a society's hierarchy and materialise tourism knowledge, it is required to map how both social norms (gender and ethnicity) are reflected at events where the internationalisation of tourism knowledge occurs.

The study hired the bounced units of 121 events held by the World Tourism Organisation (UNWTO) in 2017. It is the first attempt to examine where the organisation stands for equality. UNWTO is one of the largest tourism organisations, and it has promoted gender and nation equality as parts of its sustainable development goals (SDGs). A total of 64 meetings were analysed as the samples where the biographical information of speakers was available. The information of 1656 speakers was collected from UNWTO's website, partner-websites and any associated social media pages. The statistical implication showed that the organisation is not lining up with its solemn promise. Overall, there were 1151 male speakers (70%) and 505 female speakers (30%). 26 meetings (41%) indicate that male speakers outnumbered female speakers three-fold. Only four meetings (6%) were outnumbered by females and one single meeting (1.5%) showed impartial representation of male and female speakers. When the study further breaks down the gender representation of prominent positions such as keynote or highlighted speakers, the result was also similar with the overall gap (male keynote speakers: 175, female keynote speakers: 77). In terms of ethnicity, there was a nearly equitable representation between Westerners (Europe, Anglo America, Australia and Pacific Islands) and non-Westerners (Non-Anglo America, Asia, Middle East, Africa). Nevertheless, Westerners, especially, Anglo-Americans seem to be included as speakers more often regardless of the event location. It is viewed as a preference for Western knowledge which is evidence of Eurocentrism.

The study indicates two major concerns: implicit gender bias and neo-colonial practice in tourism knowledge. The lack of diversity-aware reflexivity is problematic because it may skew analyses of tourism knowledge production. Therefore, it is recommended to adopt a balance policy as part of the process for organising an event. The lens of post-colonial feminism has

provided an opportunity to explore subaltern groups building reflective and transformative knowledge. Feminist research is essential to empower women and girls; however, there is still a lack of effort in tourism research. Therefore, the study has value to enlighten this marginalised area and address its absence in the history and ideology of tourism research.

Title: Guiding Women around the World

Authors:

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Middlesex University Dubai

Sian Stephens
Middlesex University, UK

Abstract:

Writing for the *Guardian*, Linda Kinstler (2018) has recently reported the censorship of advice for women travelers on TripAdvisor, especially when that advice relates to their personal safety. Much of the academic literature centred on women's travel highlights their own responsibility in safeguarding themselves from dangers abroad. As such this paper aims to widen discussions from personal responsibility to institutional responsibility by honing in on the travel trade press and its promulgation of discourses on women's travel.

The world's largest publisher of guidebooks is Lonely Planet (Bender, Gidlow & Fisher, 2013), and the prominence of Lonely Planet has been noted by Tegelberg (2010: 494), who postulates that the guide book is a commercial instrument that silences 'alternative perspectives [and] raises important questions about the epistemological implications of the wide dissemination and use of Lonely Planet guidebooks.' Acknowledging that Lonely Planet is an important brand in travel advice, but also that many tourists now turn to internet based advice, this research is centred on a discourse analysis (Foucault, 1972) of the Lonely Planet website's advice for female travelers.

Web pages on Women Travelers from the five most visited countries of each continent were collected utilising NVivo and then analysed individually by both researchers. The discourse analysis shows that the different regions offer specific advice for female travelers, which is arguably shaped by postcolonial relations. Interestingly destinations in the West utilize negative auto stereotypes highlighting dangers for female travelers, whereas those destinations that have been criticized by the mass media as sexist play down any dangers that female travelers may face. While mass media can often be critiqued for discursively engaging in 'specific sexism' (sexism over there) to obscure Western gender relations and justify discrimination (Gianettoni & Roux, 2010). Lonely Planet online creates a culturally relativist paradigm within which guidebooks create discourses on women's rights.

Title: Tourism Impacts on Residents' Quality of Life of an Ethnic Minority in China: The Buyi in Zhen Shan Village—Residents' Perspectives

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Abstract:

There is a growing interest of tourists in local culture and authentic experiences, and different ethnic minority areas attract tourists by offering an exotic cultural experience through interaction between the tourist and local community members. It is suggested that these interactions may have a strong impact on the quality of life of the host residents and that observing social tourism impacts is essential to understand quality of life of local community members (Deery, Jago, and Fredline, 2012). This research focused on the local community of Zen Shan, a tourist village in China, and sheds some light on the impact of cultural tourism on local community members in Zhen Shan. The research explored quality of life of the Buyi ethnic group living in Zen Shan. Defining quality of life is not easy, since it is a subjective evaluation of how people assess their life. For this research, four layers of perceptions towards social impacts and quality of life were used. These layers are residents' attitudes toward tourism, their reactions to tourism, their judgements about tourists' behaviours, and the values residents hold about tourism. During the spring of 2017, 9 narrative interviews were conducted with Buyi residents. The outcomes of these interviews reveal that Buyi perceive mostly positive impacts of tourism, mainly reported as economic benefits. Although Buyi also perceive negative cultural and natural impacts of tourism, they accept cultural and natural changes since it brings economic benefits in Zhenshan Village. Hence, economic benefit is the critical concern of residents' quality of life, which is also the decisive factor of residents' supportive behaviours towards tourism and positive judgement and shared values on tourism. While economic factors seem decisive for the subjective valuing of quality of life, it may well be the case that a loss of culture and damage of nature has negative consequences for economic income. The challenge for the Buyi is how to balance between this striving for economic growth, cultural changes to Buyi traditions and damage to nature in Zen Shan. This is not a unique challenge for only the Buyi, but counts for more ethnic minority groups who attract tourists by offering exotic and cultural experiences.

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Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. *Tourism Management*, 33(1), 64-73.

Title: Socio-economic Effects of Tourism: An Occupation-based Modelling Approach from Sweden

Authors:

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Abstract:

Planners and developers in regions showing touristic activities are typically interested in measuring the economic impact of tourism (Dwyer et al. 2004; Klijs et al. 2012; Kim & Kim 2015). However, even ‘advanced’ economic impact models neglect major societal dimensions, such as income equality or the type and quality of occupations in the various tourism-related sectors (Mazumder et al. 2012; Kronenberg et al. 2018). While neo-classic economics is still representing the dominant paradigm (Dobusch & Kapeller 2009), economic impact models ‘fulfill’ their purpose in incorporating the assumptions of mainstream economics and in focusing on macro-level indicators related to economic growth (Elsner 2017). However, a growing body of literature has begun criticizing mainstream economics’ modelling assumptions and its narrow view of ‘*monetary reductionism*,’ thus hampering advanced approaches able to consider socio-economic effects (Söderbaum 2017). In their seminal paper on the *Social Region*, Moulaert and Nussbaumer (2005) argue that the focus of regional development theories should turn away from market competition towards concepts that effectively incorporate dimensions of a region’s *social, political, cultural* and *community development*. By doing so, the authors highlight various forms of inequality that typically impede the path towards the Social Region (*ibid*, 2005b).

Behind this background, the aim of this study is to propose a new approach that allows the measurement of tourism impact from a broader socio-economic perspective. In order to overcome the predominant growth focus, the study of tourism’s socio-economic impact comprises a macro- as well as a meso-level analysis and utilizes a mixed-method approach (Dopfer et al. 2004). More concretely, the macro-level analysis of tourism’s socio-economic impact, first, includes the *regionalization* of the national Input-Output model to estimate primary and secondary *employment* and *income* effects for the Swedish region of *Jämtland* (Flegg & Tohmo 2011). In contrast to typical economic impact studies in tourism (Mazumder et al. 2012), and in order to estimate employment and income effects for various occupational domains *individually* and *within* various tourism-related sub-sectors, we extend the analysis by applying the *occupation-based modelling (OBM)* approach (Daniels et al. 2004). This approach allows estimating income inequalities and their variations over time (in our case from 2008 to 2015) for major tourism sectors, expressed by *Gini coefficients* and *Lorenz curves*, respectively (Lee &

Kang 1998). Findings highlight that the incomes in the accommodation and food sector fall below the regional average—the lowest among all tourism-related industries. Interestingly, compared to other sectors (e.g. recreation and entertainment, retail), income inequality *within* this sector is relatively low (i.e. *Gini coefficient* = 0.15). However, growing coefficients are pointing at a negative trend over time: Between 2008 and 2013, the income of the top 15% earning occupations increased by 8%, while income of the bottom 15% earning occupations grew only by 1%. The latter occupations comprise seasonal workers, cleaning personal and kitchen assistants. We further analyze and critically discuss occupational developments and related income distributions (i.e. Gini coefficient trends) for major tourism-related sub-sectors of the Swedish region of Jämtland.

The second part of the analysis relates to the meso-level (Dopfer et al. 2004). A series of qualitative interviews with major regional industry and policy representatives (e.g. labor unions, hotel association, etc.) helped identify potential reasons for variations in occupation and income developments in tourism. Findings show that a large portion of low income workers stay in their job for only a short time, implying that newly employed workers are continuously hired at low (i.e. entry-level) wages. Furthermore, because of their expected short-term employment, tourism workers consider union memberships as unnecessary (Kjellberg 2017). Interestingly, the interviews helped identify also promising career opportunities showing steadily increasing income levels. These jobs, however, require higher educational profiles. Like in other branches, only higher education levels seem to overcome the low-income situation in tourism. To conclude, the interviewed industry-representatives perceived the proposed approach of occupation-based modelling and its related findings from measuring income inequalities particularly well. This gives reason for hope that in tourism regions new methods of socio-economic impact analysis will be implemented and institutionalized in the future.

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Title: Coping with Change: Livelihood Diversification through Tourism in Rural Coastal Communities

Authors:

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Anke Winchenback
University of Surrey

Abstract:

There is a dearth of academic literature and research on livelihood diversification to tourism with an emphasis on reducing poverty (SDG 1), promoting gender equality (SDG 5) and stimulating local economic development through decent work (SDG 8) in marginalised and/or rural areas (see Christie et al., 2014) in times of economic pressures and declining natural resources (Baum, 2015; Robbins, 2011; Saarinen et al., 2017). These issues are topical vis-à-vis an emerging focus on the topic of resilience in tourism studies (Bulter, 2017; Saarinen et al., 2017). Within tourism, research has mainly focused on the role of tourism as a tool for local/community development (see e.g. Kimbu & Ngoasong, 2013; Tosun, 2006), but the role of tourism as a tool for sustainable livelihood diversification in rural coastal communities has been largely overlooked with very few studies dedicated to investigating this subject area (Salmi, 2005; Urquhart and Acott, 2014). The aim of our study is therefore to undertake an initial exploration of livelihoods diversification from fishing into tourism in two rural coastal communities: Paternoster (South Africa) and Padstow (United Kingdom) which have experienced marginalisation of traditional fishing activities often leading to economic challenges (Morgan, 2013; Sowman, 2011; Welman and Ferreira, 2017). This study answers three main questions: (1) How do communities cope, and if so what are their coping strategies? (2) What is the role of tourism in diversifying local livelihoods and how are obstacles to participating in tourism overcome? and (3) What are the influences of diversification on gender and community relations?

In order to meet the aim, we apply the sustainable livelihood framework (SLF) (GLOPP, 2008) which, though rarely used in tourism, is people-centred, dynamic and holistic emphasizing micro-macro-micro linkages between different sectors/actors. The framework enables researchers, planners and managers to assess the contribution to livelihood sustainability made by existing activities. Additionally, it serves as tool for use in planning new development activities in communities undergoing transition (DFID, 1999). Addressing the above questions within this industry can have major societal impacts especially in terms of ensuring sustainable livelihoods through decent job transitions and development in marginalised communities (Baum, 2013).

Empirically we draw on 12 semi-structured interviews and two half-day stakeholder workshops in Padstow (UK) and Paternoster (South Africa). The data was complemented by rapid participant observation as two of the co-authors stayed in Padstow (six days) and Paternoster (five days), using restaurants and facilities, and holding (in)formal discussions with local residents and representatives of related organisations.

The findings reveal the circumstances under which the transition from fishing into H&T can be an asset and/or a liability for communities (and their members) in transition seeking to create alternative sources of income by diversifying into H&T. Additionally deeply rooted socio-cultural traditions and practices which discourage and/or prevent them from embracing alternative opportunities are uncovered.

In both communities, fishing was seen as a way of life, enabling flexibility and independence. Whilst the socio-economic context and wider issues in the two research sites differ, small-scale fishing was perceived as under threat in both, but there was limited evidence of concerted efforts to plan and manage the potential diversification processes into tourism. Effectively managing the diversification process ultimately ensures the adoption of better livelihood strategies which will produce sustainable outcomes instead of outcomes that may not be sufficient to reverse livelihood crisis resulting from the uncertainties and complexities associated with diversification.

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Title: The City of Honeydew: How Tourism Studies Inspired Me to Make Art

Author:

Nataliya Kiyani
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Abstract:

The idea of the fictional City of Honeydew came to me in 2016. That year, I graduated from Thompson Rivers University (TRU) in Kamloops, Canada, with a post-graduate diploma in Tourism Destination Development. I was so inspired by the concepts I learned during my studies, that just a few months after graduation, I started writing simple poems about an imaginary city with a silly name. The plot, the message and the main character all came to me at the same time. I loved the idea of turning the familiar concepts into poetry, as I have never seen “Tourism Poems” before. It took me 2.5 years to finalise the text and to develop a form that I am fully satisfied with. Many things have changed over those 30 months: many lines have been rewritten, some removed. At some point, I found myself singing through the poems, and this is when I realised that they are actually meant to be songs, and that I wished to turn them into a concept album.

This story is about how cities can be rebuilt on enthusiasm. I have witnessed it with my own eyes, in Kamloops, a city with a population of 100,000 people. During the 5 years I spent in that area, the city developed in many ways, and these positive changes were made by real people, many of whom I know in person. While some prefer to complain that their city is not nice enough, or does not have much to offer, there are the chosen few who generate ideas, win grants and work hard to make a difference in their local communities.

Honeydew is inspired by a few cities, in particular, Winnipeg (Manitoba, Canada) and Portland (Oregon, USA). Winnipeg is a great example of a city that may seem boring at first sight (a popular opinion among visitors and locals), but has a great local culture and activist scene, and, in my opinion, the potential to become a tourism destination. Portland, in its turn, showcases what can actually be created on a bleak landscape, and how a city that does not seem very attractive can become a great cultural centre (Honeydew in the Future). Another great example could be the famous Manchester, UK, where the post-industrial reality from The Smiths’ songs, over the last few decades, has been developed into a bright and entertaining urban space.

The main purpose of the story is to encourage listeners and readers to take creative ownership in their own cities, and to remind them that it is the simple people like them who make changes.

Honeydew in its present form was finished in November 2018. It consists of 12 songs, and the first few paper copies were printed in January. I am currently working with a few musicians to turn this work into a concept album/musical. I will be present some of these songs, as well as the original printed version with poems, at the conference.

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Title: Gentrification beyond the Tourist Bubble: The Touristification of Everyday Life in Montreal

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Abstract:

Urban stakeholders, in a context of neoliberal international competition, seek to attract economic activities, tourists and new wealthy residents (Kavaratzis, 2007). One of the favorite actions, in order to capture unwarranted earnings (Harvey, 1989), is the construction of a “hard” brand image through the alteration of symbolic and physical attributes of a place in order to create a unique experience (Zukin, 1995). By doing so in residential environments, they create spectacular, clean and safe spaces framed by leisure, authenticity and consumerism social discourses in what can be associated with tourist bubbles (Judd and Feinstein, 1999). We argue that this contributes to the commodification of space and people (Britton, 1991; Edensor, 2001), where tourism intermingles with dwelling (to dwell), giving blurred boundaries between daily life and a/the tourism experience, what we call *touristification* of daily life.

In the city of Montreal, neighborhoods’ revitalization leads not only to gentrification but also to touristification of daily life. In these neighborhoods, space is staged, secured and standardized to provide an experience, a landscape, a way of life, thereby producing a space (Lefebvre, 1974) that conforms to the needs of capital (Harvey, 2001). The transformation of space excludes marginalized populations, poor residents and their private market affordable housing. The traditional private rental market is shrinking and is replaced by a new one, where housing is a capital investment for small and big investors who target the middle and upper middle classes contributing to the speculative bubble. Starting with urban planning criticism of the chain reaction City’s revitalization plan-private real estate development-gentrification-touristification which leads to physical and symbolic exclusion, using examples based on observations and interviews with stakeholders and residents from neighborhoods in Montreal, this paper will discuss how tourism and urban planning practice are causing or exacerbating these conditions, and will open questions on ways to challenge the issue.

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Title: Experience for Sale: An Exploration of Biopolitics in Tourism

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Abstract:

Biopolitics, understood as the junction of life, politics and power, has been a growing concept in social science in the last 20 years (Campbell and Sitze, 2013). The experiential turn of the economy (Pine & Gilmore, 1999) in which the tourism industry is often shown as a typical example can be seen as a manifestation of biopower (Roelofsen & Minca, 2018; Scher, 2011). Indeed, tourism is part of the dematerialization of the post-Fordist economy where now the economy is producing subjectivity and transformation of human relationship. In this form of social organization “value is extracted from residents’ knowledge, creativity, affect, care, and cooperation—the very forms of work that typify the tourist service industry” (Simpson, 2016: 33). Therefore tourism, and the explosion of its growth, when seen through this lens, seems to be an important component of the smooth space of power and movement of the biopolitical world (Hardt and Negri, 2000), but surprisingly, the use of biopolitics, and biopower, is still not common in the tourism studies corpus. This presentation will then explore its use and involvement through a systematic literature review where we will answer these questions:

- 1- How have tourism studies scholars defined biopolitics?
- 2- Which tourism related topics are analyzed through the use of the concept of biopolitics?
- 3- What does this literature tell us about tourism?
- 4- What are the gaps and future research areas on biopolitics that are identified by the authors selected through the systematic review?

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Title: Resurgence, Decolonization and Recognition: Action-research with Minwashin

Authors:

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Minwashin, Canada

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Abstract:

Following the Truth and Reconciliation Commission, a consensus is emerging that relations between Canada's aboriginal peoples and the mainstream society need to be rethought. If a political process is under way and put into practice, at the community level, the question of the modalities of the implementation of this intercultural dialogue in a perspective of a resurgence and decolonization remains to be thought out (Coulthard, 2014). Reindigenization would go through the resurgence of the territory as a space of meaning (Simpson, 2014) following decades of territorial reduction (Simard, 2003) and political compartmentalization (Alfred et Corntassel, 2005). These clearly situate the individual and collective experience of indigenous peoples as a source for establishing the *modus operandi* of the cultural resurgence where the solution would be found in the aboriginal agency and in the redefinition of indigenous knowledge of the relationship to culture and territory (Weber, 2014).

This communication will present the framework and methodologies of the partnership with Minwashin, an Anishnabe organization, and a social innovation, in the Abitibi-Temiscamingue. Minwashin proves to be an initiative that seeks a recodification of the links between cultures and territory in a process of resurgence of culture where territory is an essential element of living together and meaning (Betasamosake Simpson, 2014, Waziyatawin, 2012). Considered as social innovation Minwashin suggests to approach the latter in a relational perspective where the indigenous cultural ideal is expressed through history, ceremonies, language and the territory (Holm et al., 2003).

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Title: Imagining the Land of Compassion

Authors:

Mia Larson
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Richard Ek
Lund University, Sweden

Abstract:

Western society has increasingly turned to different kinds of spirituality in dealing with an accelerated tempo and demands in everyday post-modern life. Yoga, meditation, mindfulness and other forms of modalities, often connected to ancient eastern thinking, are taught and implemented in management and leadership practises (Cederström & Spicer, 2015). Although organizational theorizing has previously excluded issues of spirituality, an increasing interest in this discourse has awakened (cf. Fry, Latham, Clinebell & Krahnke, 2016). For instance, an important sub-field of organizational theory where non-rational views of organizations actually already have evolved is the field of leadership, that commonly addresses non-rationalistic ideals in organizations such as emotions, visions and transformative change (cf. Bass, 1990). In line with a growing interest in alternative ways of organising our lives as both consumers and producers (as taking part of building our societies through business or non-profit operations) to take care of each other and the world, compassion is a concept to be explored. This is particularly the case when it comes to creating places of leisure and relaxation. The challenge is to create and implement compassionate and sustainable leisure places of community that allows people to catch their breath. These environments need to be conscious, supportive and compassionate to function as intended: to be like a shelter in a contemporary society that stresses other goals and priorities (as efficiency, rationality, environmentally unsustainable economic growth and so on). In this paper we present a case study, an attempt by lifestyle and leisure entrepreneurs to build a leisure community in Northern Cyprus, through the invocation of entrepreneurial and organizational leadership strategies of compassion, care, mindfulness and consciousness. We approach this case study through the following research questions: How can we understand compassionate organising? How is compassionate leadership practised? The aim is to explore compassionate leadership and, through a combination of sociological theories of space and insights in quantum theory, offer an empowering understanding of compassionate organisational spaces. In order to understand compassionate organisational spaces we need to turn to socio-spatial theoretical outlines of the nature and constitution of environments (Massey, 2005). Our understanding of that builds on an inherently relational notion of space. Here, physical distance is not the sole or primary factor or variable. Rather, space is unfolded by social relations (of caring and compassion) that transgress physical distances and institutional barriers (Deleuze, 1993; Doel, 1999; Shields, 2013). This approach harmonizes (and is here combined) with the world-view expressed in quantum theory (non-locality and entanglement: that cause and effect works regardless of how far apart they are and that reality is created by consciousness)

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(Abrahamsson, 2012; Pernecky, 2016). To distill the reasoning somewhat: compassion and consciousness are in themselves unfolded spatialities that can be nurtured into sustainable environments (as things can be observed into existence due to the mind-interdependence of quantum reality).

Title: Parca's Picks: Stuck and Unstuck by Numbers in the Tourist State of Belize

Author:

William Kenneth Little
York University, Canada

Abstract:

Parca is a Creole woman living in a small Belize beach town that has “gone crazy” for the panic expansion of generic Caribbean tourism. She plays Boledo, the national gambling game. The rules of the game are simple. Pick several numbers and play as much money on them as your seductions dare you to. Parca's Boledo picks resonate when they feel right and that is when she is seduced by her numbers to play them successfully. This paper tracks a confusing and violent moment at the US Consulate in Belize where Parca hoped to secure a US visitor's Visa. The interview experience was paralyzing. Traumatized as a result, she became “stuck” in place and in life, glued to bad attachments, unable to negotiate the chancy edges of the sensible where rogue bodily agitations might enliven forces of desire through her successful number picking system. The Consular experience shocked her, after which she felt powerless to make any life “moves” at all. Generally when “stuck” Parca's picks fail her. She can't win. When “unstuck” Parca feels nimble enough to improvise life “moves” using her strategy for picking numbers, enough to multiply moments of desire for something else of life, something excitable expressed against an emergent local world of global tourism futurities that can incite contingent material-semiotic linkages that rub up against a Belize that has hooked itself to the spasmodic world of an “unsustainable sustainable tourism”. This paper explores how Parca's emotional entanglements with the profound shift in everyday practices in Belize means riding the wild oscillating forces of becoming stuck and unstuck and that instantiate a politics of desire through her system of picking numbers. I suggest that Parca's picks are her local strategy for negotiating the nervous antics of global tourism mobilities, for better and for worse.

Title: #MeToo in Macao: Sexual Harassment of Migrant Workers

Authors:

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Institute for Tourism Studies, Macao

Maria Angelica La Rosa Gutierrez
Institute for Tourism Studies, Macao

Abstract:

This study aims to examine the issue of sexual harassment in one of the most popular tourism destinations in the world, Macao (China). As reflected in the literature, the tourism and hospitality industry in general, heavily relies on migrant workers. This is not an exception for Macao because 94.3% of the labour force in the hotel, restaurant and similar activities are non-resident workers. These migrant workers often seek better employment opportunities and higher financial benefits. As these migrants are the main source of labour force to fuel the success of the hospitality industry in Macao, their working conditions and wellbeing must not be neglected. However, due to the nature of the service industry and hospitality industry, and the personal circumstances of these migrant workers, they will inevitably be put at risk of encountering sexual harassment. This study sheds light on a very sensitive issue and yet very common in the service industry. This study used qualitative methodology to explore the views of nine migrant workers from the hospitality industry in Macao, and the findings show serious risks and issues faced by these non-resident workers. As reflected in the study, organisations such as the multinational gaming operators and integrated resorts, must do a lot more to protect the workers from being the silent victims of sexual harassment.

Title: Gay and Lesbian Parented Families: The Role of Sexuality in Travel Motivations and Destination Choice

Author:

Rodrigo Lucena
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Abstract:

A very significant instance of social transformation in Western countries is the enhanced visibility of families parented by gays and lesbians (Lucena et al. 2015). Indeed, while anti-gay sentiments continue to exist, decreased cultural homophobia towards lesbians and gays has fostered a rise in same-sex parented families (Few-Demo et al. 2016). Although not new, this phenomenon has gained force thanks to recent legal recognition by several Western societies (Carroll and Ramon Mendos, 2017).

Like their heterosexual counterparts, lesbian and gay parented families go on holiday together. Yet, their holiday choices have been largely overlooked in tourism research. This paper leads to a critical understanding of gay and lesbian parented families' travel motivations and destination choices, thereby helping fill this gap in knowledge. It also challenges the heteronormativity that dominates tourism research (Blichfeldt et al. 2013) and sheds new light into the interplay between sexuality and holiday decisions.

The literature on family tourism highlights the importance of holidays, viewed as critical to the maintenance of the family unit (Shaw et al. 2008). However, tourism research still focuses on the heteronormative nuclear family composed of mother-father-children and overlooks the social changes that have affected the family as an 'institution,' particularly over the last decade (Few-Demo et al. 2016). On the other hand, research about LGBT tourism has traditionally placed emphasis on single individuals, particularly gay men (Hughes 2006), thereby neglecting the trips that take place with the family. Yet, the travel motivations and choices of lesbians and gays may conflate, intersect, juxtapose or even conflict with those of families. More scholarly attention should thus be given to whether and how gay and lesbian parents' sexualities impact on these families' holiday choices and motivations.

To fill this gap, qualitative interviews were utilised as data collection methods. Twenty-two interviews involving sixteen mothers, thirteen fathers and six children, were conducted in total. Results reveal that, on family holidays, gay and lesbian parents minimise the role of sexuality, which is 'left to the background' of other identities. Yet, sexuality impacts on destination avoidance, with parents shunning destinations perceived as homophobic. Additionally, sexuality-related shame can cause lesbian and gay parents to avoid social interaction on holiday, and even prioritise accommodation choices where they do not have to share facilities. Likewise, they may avoid gay-centred spaces due to a concern of exposing children to demonstrations of 'gayness.'

This paper offers unique contributions to knowledge. It reveals how gay and lesbian parents' somewhat paradoxical relationship with their sexualities informs their families' travel choices. It further adds to knowledge about the influence of pride / shame in tourism studies and highlights how, despite the impact of sexuality in holiday choices, same-sex parented families' often reinforce their 'averageness,' rather than difference, in relation to heteronormative families.

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Title: Co-creating Nature: Photography, Improvisation and the Poetics of Making

Author:

Katrín Anna Lund
University of Iceland

Abstract:

This presentation looks at tourism nature photography as a creative and sensual activity. Based on collection of photographs gathered from tourists in 2011 in the Strandir region in north west Iceland I will demonstrate how photographing nature is a more-than-human practice in which nature has a full agency.

Much has been written about tourist photography not the least since John Urry theorised about the tourist gaze in the early 1990s which has much been criticised, especially in the light of the performance turn in tourism studies. Larsen (2005) for example pointed out that tourist photography is not just about the gazing tourist but also about social relations which is partly directed and staged by the surrounding landscape. Garlick (2002), on the other hand, demonstrated how as photographing tourists we become ‘concerned with the artistic production of ourselves.’ What is indicated is that photography as a practise is relational, complex and sensual and cannot be reduced to the Seeing Eye capturing selected snaps of the surroundings. However, whilst emphasising the tourist as a creative being the surrounding landscape has been left out as a stage with props rather having an affective agency in the process.

In this presentation I will address the complex more-than-human relations that emerge when that photographs that were collected in Strandir are scrutinised. I argue that the act of photographing, as a performative practice, is improvisational and co-creative in which the material surroundings have a direct and active agency. As Edwards (1997) has pointed out, photography communicates ‘not through the realist paradigm but through lyrical expressiveness,’ and, thus, it may be argued that tourist photography is a creative practice of making as it weaves together the sensing self and the vital surroundings in the moving moment that the photograph captures.

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Title: Understanding and Negotiation of Roles in Non-commercial Homestays: A Host Perspective

Authors:

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Alison McCleery
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Abstract:

An ethical relation comprises the welcoming and treatment of the other who enters the home. As soon as the stranger crosses the home's threshold, the encounter between themselves and the host is regulated by a combination of space, control, sovereignty and ethics issues (Bulley, 2015). As both sides have to relinquish some of their power and adapt their behaviours and routines, the guest tries to maintain some of their freedom and the host their sovereignty over their home (Lynch, DiDomenico & Sweenie, 2007). To that end, the latter imposes certain explicit or implicit house rules. However, rules regarding space, behaviour and daily routines convey and emphasise power balance and power relations (Anderson, 2014). The relationship becomes more complicated when further dimensions enter the exchange. In situations where an individual's home becomes their workplace, such as bed and breakfasts, hosts have been found to employ various mechanisms to set boundaries, spatial and emotional, between themselves and their guests (DiDomenico & Lynch, 2007). However, the question arises: How is the relationship dynamic affected when it is the guest who works for the host?

This PhD research is examining the host-guest relationship in encounters where the guest receives bed and board in exchange for a few hours of daily work. Such transactions include WWOOFing, Workaway and HelpX as well as au pairing, in which a small financial transaction is involved, with the au pair receiving pocket money on top of food and accommodation. In most of these exchanges there is no formal contract, and the rules are often blurry and unclear. A combination of autoethnography and in-depth interviews were employed to explore the development of the relationship between the two sides, their perceptions of fairness and how their roles are negotiated and established accordingly. For the autoethnography, the researcher stayed as a guest in two different homes, and reported and analysed observations, feelings and thoughts that arose during the encounters in relation to the various aspects of the exchange. The findings from the autoethnography informed the questions for the second stage, the interviews, with 50 hosts and guests.

Both the host and the guest enter the relationship with their own preconceived notions of what their role is, what the other side's role is and what is fair to provide and expect. Due to the complex nature of these exchanges that include aspects of work, hospitality, education and personal relationships, the roles that individuals have are not straightforward but rather a combination of different and often contradictory roles. This presentation will focus on the understanding that hosts in this exchange have of their own and their guest's role. These perceptions tend to evolve and adapt during each encounter, with the hosts trying to communicate their expectations to their guests in direct or more subtle ways, in an effort to negotiate the rules of the transaction while balancing between the conflicting facets of their various roles as employers, hosts, mentors, educators, (host) parents and friends.

Anderson, B. (2014). Nations, migration and domestic labor: The case of the UK, *Women's Studies International Forum*, 46, pp. 5-12

Bulley, D. (2015). Ethics, power and space: International hospitality beyond Derrida, *Hospitality & Society*, 5(2-3), pp. 18

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Lynch, P., Di Domenico, M. L., & Sweeney, M. (2007). Resident hosts and mobile strangers: Temporary exchanges within the topography of the commercial home, *Mobilizing hospitality: The ethics of social relations in a mobile world*, pp. 121-144

Title: We Had to Do Something: Transforming the Hospitality Workplace Culture from Within

Author:

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Abstract:

This presentation concerns an initiative by a group of concerned hospitality researchers in our university to combat what appeared to be a culture of bullying and harassment in the hospitality sector in New Zealand. The initial catalyst to action arose from two of our recent studies that revealed tolerance of abusive and exploitative practices by employers, customers and co-workers towards young workers in bars, restaurants and hotels. Three quotes from diverse participants revealed the normalisation of unacceptable behaviour in hospitality workplaces.

*He (the guest) said “f*** you...you really (are) a bitch” ... he abused me up to ten minutes and all the guests looked at me, I was so embarrassed at that time. But that is not my fault, he just abused me without reason.*

If you're new – the other commis – they will just be mean to you. Even though you're basically around the same level. Or if they're senior, they work (there) longer, they're meaner.

It was a soul-destroying place to work. Oh, it was shocking, but the owner of the venue (bar) is a terrible piece of work. After I resigned, she ignored me for two weeks. With my holiday pay, she did not pay me.

There is a considerable body of literature on the poor socialisation of new recruits in the hospitality and tourism sector (for example, Dagsland, Mykletun, & Einarsen, 2015; Mooney, 2016). However, the widespread nature and intensity of the abuse reported by our participants, which was supported by official reports on hospitality work in New Zealand (see Stringer, 2016), shocked us.

Our first action was to speak to our advisory board to see if there was interest among our industry partners to address bullying and harassment issues. There was, and based on this initial contact, we built up a list of approximately 30 enlightened employers from hospitality organisations. We named our group HARM (Say No to Harassment, Assault, Rape and Maltreatment) and have to date held three meetings. Attendance is sporadic due to the unpredictable nature of the hospitality business but to combat this reality, extensive minutes of meeting discussions and proposed actions are sent out to a rapidly increasing mailing list of interested parties and organisations. What is most important is that we have extended our reach far beyond the original interested group. Now our attendees include senior government officials from a variety of portfolios and agencies, professional association leaders, business owners, corporate human resource managers and hospitality professionals.

Each meeting has resulted in a significant leap forward in our understanding of how, as an industry, we may tackle issues across a variety of forums. What has been inspiring is the broad agreement from members on the problematic aspects of hospitality organisational culture. These include what was described by one industry professional as “a culture of toxic masculinity fostered by celebrity chefs,” the absence of (any) bullying and harassment policies in establishments, poor leadership expertise and practice, and the lack of clearly defined career paths, across the sector. The presentation will focus on the knowledge we have gained, how we see our role as researchers, and the way forward for the industry to transform elements of its somewhat callous culture, one small step at a time.

Dagslan, Å.-H., Mykletun, R., & Einarsen, S. (2015). “We’re not slaves – we are actually the future!” A follow-up study of apprentices’ experiences in the Norwegian hospitality industry. *Journal of Vocational Education & Training*, 67(4), 1–22.

<https://doi.org/10.1080/13636820.2015.1086411>

Mooney, S. (2016). Wasted youth in the hospitality industry: Older workers’ perceptions and misperceptions about younger workers. *Hospitality & Society*, 6(1), 9–30.

http://dx.doi.org/10.1386/hosp.6.1.9_1

Stringer, C. (2016). Worker exploitation in New Zealand: A troubling landscape (Report). University of Auckland. Retrieved from

<https://researchspace.auckland.ac.nz/handle/2292/33065>

Title: Heritage Tourism and Authenticity: The Case of Voroneț

Authors:

Cristina Maxim
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Carmen Chasovschi
“Stefan cel Mare” University, Romania

Abstract:

Culture is an essential component that adds to the attractiveness of a destination and contributes to the authenticity of an area through its ‘unique imprint on the cultural landscape’ (Timothy, 2011, p. 58). To capitalize on this, cultural tourism has been proposed in many destinations as a path to economic prosperity, better job opportunities for locals and increased tax revenues.

This study focuses on heritage tourism, a popular choice among visitors and an area of research that has recently attracted increased attention from academics. Heritage is seen as one of the main tourism drivers for many regions, helping destinations to differentiate between one another in a very competitive environment. The literature on this form of tourism has expanded rapidly since the initial debates in the late ‘80s, with the topic being included by Cohen and Cohen (2012) among the current issues deserving further attention from researchers.

Additionally, the present work looks at the role that authenticity plays in tourist destinations, ‘an important attribute of heritage tourism [...] or at least the perception of it’ (Chhabra et al., 2003). While there is a wealth of research on authenticity and its applicability, this is mostly focused on Western countries. This research therefore contributes to filling this gap by exploring the applicability of the concept in a non-Western context, which it does by looking at the importance of the cultural landscape and traditional houses for the sustainable development of tourism in a heritage site from a former communist country in Eastern Europe. Specifically, the study focuses on objective authenticity and looks at the importance of preserving the built environment (i.e. traditional houses) for the sustainable development of tourism in the Voroneț area in Romania. Situated in the North-East of Romania, Voroneț is considered to be one of the main tourist attractions in the region of Bucovina, and one of the most important destinations for cultural, heritage and religious tourism in the country.

Due to the limited research available on tourism development in Voroneț, the present study adopts an exploratory approach. One of the study’s main strengths is that by gathering the views of the most important stakeholders in tourism development in Voroneț (i.e. locals, visitors, representatives of local and regional Government, non-governmental organisations, and the tourism industry – B&B owners and travel agents), it offers a comprehensive image of the topic at hand. To that end, the current paper reviews policy documents and analyses interviews conducted with a number of the stakeholders, complementing this qualitative data with face to face questionnaires. Moreover, the authors – both originally from the studied region, had the opportunity to observe first-hand the changes brought over the years by tourism development in

Voroneț. Thus, the adopted methodology involves a mixed method strategy that allows the collection and analysis of both quantitative and qualitative data to help better understand the views of different stakeholders. The results show that the conservation of the area's authenticity and its traditional built environment is recognized by the majority of stakeholders as an important aspect in the sustainable development of tourism in Voroneț. However, the lack of appropriate policies and planning regulations to guide a harmonious development of the area, together with the lax enforcement of existing rules, are putting these valuable assets under threat.

Chhabra, D., Healy, R., Sills, E., 2003. Staged authenticity and heritage tourism. *Annals of Tourism Research* 30, 702–719.

Cohen, E., Cohen, S.A., 2012. Current sociological theories and issues in tourism. *Annals of Tourism Research* 39, 2177–2202.

Timothy, D.J., 2011. *Cultural Heritage and Tourism: An Introduction*. Channel View Publications.

Title: Music Video Representations of the Township: A Resident, a Tourist, and a Critical Discourse Analysis

Authors:

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HNU-ASU Joint International Tourism College, China

Sipho Mpongo
Cape Town University, South Africa

Abstract:

The co-authors of this research, Meghan and Sipho, met when Meghan offered to support Sipho's dissertation research into tourism in the townships of South Africa. He used his experiences participating in two music videos filmed in his home township of Langa to illustrate how visitors to the townships can decide to interact with this space and its residents in different ways.

Employing a critical discourse analysis, which is concerned with the ways in which texts (in this case the images of the music videos) are constructed within, and constitutive of, the world around us (Woods & Burns, 2018), the authors independently and collaboratively examined the texts produced in the two music videos from their very different vantage points. Critical discourse analysis examines relationships of power, which are multimodal and multidirectional, and asks what discourses and the ways in which they are produced and reproduced tell us is 'true' about the world. In this study, the authors consider how the texts accomplish a kind of persuasive work, in what are they trying to persuade us to believe is true about the township and its residents (Fairclough, 2003; Hyland & Paltridge, 2011; Machin & Mayr, 2012; Van Dijk, 1995; Woods & Burns, 2018, p. 31). We sought to learn how the images presented in the videos reinforce existing stereotypes or ways of knowing about the townships and their residents, and, conversely, in what ways do they resist and counter these familiar ways of knowing (Woods & Burns, 2018)?

In this presentation, the researchers, one white female Canadian and one black male South African, discuss their co-construction of a critical discourse analysis of two music video texts. This study is based in postcolonial theory, which suggests that ways of knowing about the foreign Other reflect and replicate colonized ways of knowing (Mouffakir & Reisinger, 2013; Urry, 1990). This representation of the Other usually done unconsciously, but not innocently. The authors used the texts of the music videos in order to explore what we felt were the assumptions that visitors to townships bring with them about the residents and the physical space. Our work examines processes of representation, postcolonial tourism, and interacting with the Other as hosts and guests. Through this work, we aim to demonstrate that representation is never innocent nor apolitical, though it may be unconscious, and has implications far beyond the immediateness of the tourism encounter.

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- Urry, J. (1990). *The tourist gaze*. Thousand Oaks, CA: Sage Publications.
- Van Dijk, T. (1995). Aims of critical discourse analysis. *Japanese Discourse, 1*, p. 17-27.
- Woods, A. & Burns, L. (2018). Conscious hip hop: Lupe Fiasco's critical teachings on raced and gendered representations. *Journal of Popular Music Education, 2*(1-2), p. 29-44.
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Title: Analysing Street food in Uganda from a Transformative Social Innovation Perspective: Street Food, Urban Poor, Empowerment, Social Innovation

Author:

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Abstract:

Food is an essential part in the everyday social life. Food and foodways, taken together represent the ways in which people relate to one another as well as the spaces in which they live. As urban spaces transform, people's ways of sourcing for food, eating and the sociocultural meanings of food also change, food cultures become fused, reinvented or improvised to engender new gastronomic spaces (Lee, 2017; Low and Ho, 2017). The focus of this study was a street food known as 'the Rolex' in Uganda. This is a street food that fused different food cultures to create a new product. It is made with chapatti (Indian origin), omelette (introduced in Uganda by the British) and a combination of vegetables including onions, tomatoes, cabbage and pepper. Uganda is a developing country where employment opportunities are rare, there is insufficient labour demand due to inadequate firm creation and growth. New responses to poverty reduction such as the 'Rolex' to help poor household to earn income in informal, low investment activities are needed in Uganda.

The objective of the study was to analyse the transformative dynamics of street food in Uganda with a focus on the Rolex. Transformative dynamics are here conceptualised as the forces that stimulate change within a system (Haxeltine et al. 2013). The data for this study was collected using the qualitative approach. Data collection was conducted in period of three weeks in December 2017 and January 2018. It consisted of semi-structured interviews with the street food vendors in Kampala. The study examine the origin and local significance of the 'Rolex' to the everyday socio-economic life of Ugandans. Street food is rarely associated with social innovation or transformative change, therefore the novelty of this study lies on the Weick's (1984) idea that small wins could create the momentum for larger scale changes. The findings of the study contribute to the understanding of social innovation in street food and the role it plays in transforming the socio-economic lives of the poor.

Haxeltine, A., F. Avelino, J. Wittmayer, R. Kemp, P. Weaver, J. Backhaus, T. O'Riordan (2013) Transformative Social Innovation: A Sustainability Transitions Perspective on Social Innovation, *Paper presented at NESTA Social Innovation Research Conference, November 14-15, 2013, London, UK*

Lee, R. L. M. (2017). "Malaysian Identities and Mélange Food Cultures." *Journal of Intercultural Studies* 38 (2): 139–154

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Title: Where Is ‘Tourism and Technology’ Research in the Information Systems Discipline?

Authors:

Brad McKenna
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Wenjie Cai
University of Greenwich, UK

Abstract:

Information Systems (IS) has emerged as a reference discipline in its own right (Baskerville & Myers, 2002). Given the ubiquitous nature of technology in every aspect of our social and work lives, the IS discipline has much to offer tourism researchers. Despite this, many tourism academics continue to publish their technology-related research in specific tourism and technology related books and journals. Therefore, we believe that there is an opportunity for tourism academics to submit their tourism and technology related research to IS journals. It is the responsibility of tourism scholars to promote tourism research, and publishing research in another discipline is a good opportunity to foster serious treatment of the tourism field, and the impact tourism has in today’s society.

Based on a keyword search of “tourism” within key IS journals from 1988 to 2015, we found only 11 papers. In an analysis of diversity and inter-disciplinary discourse in IS journals (Bernroider, Pilkington, & Córdoba, 2013), tourism does not get mentioned. Therefore, we believe there is an opportunity for tourism and technology research to be submitted to IS journals.

A key element to be key considered when publishing in IS journals is the role of theory. In IS research, theorising about the technological artefact must take priority (Orlikowski & Iacono, 2001), while the tourism element of the research becomes the context.

Based on an analysis of technology papers in tourism journals we found that many of the topics researched could have been submitted to IS journals, for example: Evaluation of IS in a tourism organisation: e.g. Lin (2016); Users or user expectations: e.g. Huang, Backman, Backman, and Moore (2013); Database and tracking requirements: e.g. Zheng, Huang, and Li (2017); Decision support systems: e.g. Woeber and Gretzel (2000).

In this conference presentation, we also identify potential areas suitable for tourism and IS academics to collaborate. We hope this initiative will help tourism to gain deserved attention from other disciplines, and gain respect for tourism as a research object of interdisciplinary research (Darbellay & Stock, 2012). By showcasing research outcomes to a broader audience, this can also help to emphasise the significance of tourism’s impact in today’s society.

Baskerville, R. L., & Myers, M. D. (2002). Information systems as a reference discipline. *MIS Quarterly*, 26(1), 1-14.

- Bernroider, E. W., Pilkington, A., & Córdoba, J.-R. (2013). Research in information systems: a study of diversity and inter-disciplinary discourse in the AIS basket journals between 1995 and 2011. *Journal of Information Technology*, 28, 74-89.
- Darbellay, F., & Stock, M. (2012). Tourism as complex interdisciplinary research object. *Annals of Tourism Research*, 39(1), 441-458.
- Huang, Y.-C., Backman, S. J., Backman, K. F., & Moore, D. (2013). Exploring user acceptance of 3D virtual worlds in travel and tourism marketing. *Tourism management*, 36, 490-501.
- Lin, S.-W. (2016). The critical success factors for a travel application service provider evaluation and selection by travel intermediaries. *Tourism management*, 56, 126-141.
- Orlikowski, W. J., & Iacono, C. (2001). Research commentary: Desperately seeking the “IT” in IT research - A call to theorizing the IT artifact. *Information Systems Research*, 12(2), 121-134.
- Woeber, K., & Gretzel, U. (2000). Tourism managers’ adoption of marketing decision support systems. *Journal of Travel Research*, 39(2), 172-181.
- Zheng, W., Huang, X., & Li, Y. (2017). Understanding the tourist mobility using GPS: Where is the next place? *Tourism management*, 59, 267-280.
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Title: Diversity and Inclusion in Events: A US Perspective on Strides and Stagnation

Author:

Lynn Minnaert
New York University, United States

Abstract:

This presentation will review the findings of a study I conducted for Meeting Professionals International, focusing on the D&I attitudes and practices of US meeting and event professionals. The study comprised of a membership survey (1087 respondents) and a series of interviews with 20 D&I specialists in and outside of the event sector.

The survey shows that respondents feel diversity and inclusion are a stronger focus for the industry now compared to 10 years ago, and that diversity and inclusion are focus areas for their organization. In some areas, D&I practices are widely included in the event planning and delivery process: food restrictions and dietary requirements for example were shown to be carefully considered, whereas other demographic such as race and gender identity were less often seen as important factors. The interview data showed that while great strides are made in some areas, in other areas complacency or lack of awareness have led to a stagnation in D&I initiatives and efforts.

A finding that generated much discussion, was that white, heterosexual men are often less likely to participate in D&I discussions and are sometimes perceived as hindering the efforts to make events more inclusive. This begs the question whether they should become the focus of greater efforts, or whether this would strengthen their position as a privileged group in society. Warikoo (2016) argues that the US's changing demographic diversity can lead White Americans to endorse more conservative policies, lean more Republican, shift their evaluation of merit, and believe that they are now the victims of racial discrimination. She adds that white Americans need not hate or be consciously biased against African Americans, Latinos, Asians, immigrants, or Muslims to feel threatened by their growing presence.

Warikoo, N. K. (2016). *The diversity bargain: and other dilemmas of race, admissions, and meritocracy at elite universities* . Chicago: IL, University of Chicago.

Title: How Local Residents Perceive the Development of Homosexual Tourism in Taipei

Authors:

Jay Barry Ng
The Hong Kong Polytechnic University

Markus Schuckert
The Hong Kong Polytechnic University

Abstract:

Purpose

Development of homosexual tourism is mature in Western world. In Western world, there are many homosexual friendly cities, for example, Manchester, Amsterdam and Toronto. Nowadays, parts of Asian countries have increased the acceptance toward LGBT (Lesbian, Gay, Bisexual, and Transgender) group to the highest level ever, Taiwan for example.

How Confucianism perceives homosexual activities is still a question. Some said Confucianism would tolerant homosexual activities; some said Confucianism emphasis Yin/Yang, which a male should partner with a female to make thing balance. The aim of this paper is to identify how local residences perceive the development of homosexual tourism.

Design/methodology

Qualitative method was applied to explore the concurrent situation. To fully understand the situation, a series of open-ended and semi-structured questions were designed corresponding to the research topic, followed by more specific and in-depth questions. Questions included but not limited to: 1) How do you perceive the development of homosexual tourism in Taipei? 2) How do you perceive the development of homosexual tourism in your living area? 3) Do you agree further develop the homosexual tourism? The interviewees were recommended based on their perception toward homosexual tourism to answer all questions. Once the interview was finished, the answers were summarized immediately for thematic analysis.

Originality/value

There are limited researches explore homosexual tourism in Asia, especially in Chinese society. Current research explores how local residences perceive homosexual tourism in Taipei.

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Pride parade is the biggest parade in East Asia. An understanding on how local residences perceive homosexual tourism can make the event become sustainable. It is because the event is not only for homosexual; it is also for non-LGBT to understand LGBT.

Title: Commodity Fetishism and the Meat Market: A Radical Reading on the Gay Tourist
Subject

Author:

Can-Seng Ooi
University of Tasmania, Australia

Abstract:

This presentation intends to situate identity politics in tourism practice and research. As part of the current state of understanding consumer markets, the tourism industry has similarly segmented tourists into groups. The gay tourist is an example.

The gay man tourist segment reflects a particular meta-governance logic of market management. First it requires the flattening and homogenizing a diverse and huge group of travelers (Vorobjovas-Pinta & Hardy 2016). Such an essentialist approach seeks the lowest common denominators in its understanding of human beings, often devoid of contexts and situation.

Second, in what Marx termed as commodity fetishism, the tourism industry seeks ways to commodify sexuality and sexual identity. Being a gay person who travels is seen as a lucrative unit of consumption. The lure of the pink dollar is an example.

Third, gay neighbourhoods are framed as tolerant places. Richard Florida (2002) uses the density of gay persons in a city as an index to measure social tolerance. And through a complicated series of arguments, it is said that tolerant cities are competing for creative workers, and are also culturally vibrant and economically promising. Subsequently, members of the LGBTI community, creative individuals, progressive persons are ingredients behind a vibrant, rich and dynamic city, and are the energy of a city destination.

Fourth, the gay identity has been “globalized”, and their consumption needs have been defined, marketed and entrenched. For gay men for instance, the market perpetuates the idea of the meat market, and many gay men are seen to be obsessed with their physical appearances, like being “fashionable”. They love Julie Garland, the TV series *Will and Grace*, and dance to YMCA. Cultural icons are created and promoted, ignoring the fact that gay persons from different countries would have different popular culture experiences. A global gay identity is insidiously forged, indoctrinated and social engineered through consumption activities, presented as common if not universal, while ignoring the fact that a gay person in Pakistan would have very contrasting experiences (and struggles) to one in the UK.

This presentation takes a radical-turn on gay tourism. It addresses the ties between tourism and other economic activities in contemporary society. This presentation locates gay identity politics in contemporary consumption, and throw light on the political economy of the gay subject in tourism, and in contemporary consumer society.

Vorobjovas-Pinta, O. & Hardy, A., 2016. The Evolution of Gay Travel Research. *International Journal of Tourism Research*, 18(4), pp.409–416. Available at:
<http://doi.wiley.com/10.1002/jtr.2059>.

Title: The Art of Working Together: Collaboration as a Trust Exercise

Author:

Rachel Perkins
Griffith University, Australia

Abstract:

In a world where technology is relied upon as a dominant communication method, and where emphasis is placed on a business's profitability, have we lost the art of working together? Has our lack of face to face communication, and our drive to compete with one another, reduced our ability to collaborate and share? In conversations with small tourism businesses and public representatives from regional Australia, this research advances the concept of trust and how it affects one's ability to collaborate and work together. Using the determinants of trust by Ferrin, Blight and Kohles (2007), this research contributes understanding to the elements of monitoring, cooperation, and trust, and their integration to achieve collaboration. Based on interviews in 2017 with 24 small tourism business owners/managers and representatives from the local council and regional tourism organization from the Granite Belt Region in South-East Queensland, Australia, this study reveals exactly how trust impacts the collaborative climate within a destination. Results indicate that while some businesses recognize the benefit to sharing knowledge, resources and information for the betterment of the region as a whole, other businesses approach collaboration with a mentality that sharing will only allow idea stealing, and that it will have detrimental impacts on their business, rather than benefitting it. This indicated that there was a lack of trust between businesses, reducing their willingness to share. Further to this, there was a lack of trust between tourism businesses and the local public sector, additionally affecting the level of collaboration within the region. Tourism businesses felt unsupported by local public sector organizations. This resulted in businesses having a lower level of trust in the public sector and not engaging with public sector in effective collaborations. To further this, Ferrin, Blight and Kohles (2007) called for research to progress the understanding of trust and its development between parties overtime. This study, as well as advancing the present understanding of trust, responds to that call by reporting on results of organized collaboration within the same group of participants a year later in 2018. The collaboration was organized with help from intellectuals from Griffith University using a participatory action research approach, and reveals insights into levels of trust and their development overtime. The results indicate that communication and transparency are key elements in developing and building trust. It has proven essential that parties wishing to collaborate must be transparent about their goals, both personal and for the collaboration, and be open in communicating these to other involved parties. The organized collaboration within industry continues to grow and reveal insights into effective cooperation between tourism stakeholders, with the reported outcomes serving as development of understanding of trust and collaboration within the tourism literature, and offering advice to collaborating tourism businesses within industry around the world.

Ferrin, D. L., Blight, M.C., & Kohles, J.C. (2007). Can I trust you to trust me? A theory of trust, monitoring, and cooperation in interpersonal and intergroup relationships. *Group & Organization Management*, 32(4), 465-499. <https://doi.org/10.1177/1059601106293960>

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Title: Critical Event Visualities

Author:

Tomas Pernecky
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Abstract:

Visual methods provide richer and deeper understandings of events phenomena through the use of visuals. Critical event studies, similar to critical tourism studies, draw on the critical school of thought to examine a host of methodological, conceptual, moral and ethical issues, as well as matters of equality, equity, justice, power, and representation. The amalgamation of visual methods with critical approaches to the study of events signals the formation of a distinct research domain—articulated here as ‘critical event visualities’. The purpose of this talk to situate critical event visualities as part of the broader and ongoing efforts to advance critical events research. The paper will introduce novel methodological tools, such as the concept of ‘visual echoes of events’ to highlight the complexity and scope of visual inquiry in events.

Title: Local Residents' Activism: Cultivating an Environmental Ethic among Beach Visitors in Northern Ireland

Author:

Susann Power

University of Ulster, UK

Abstract:

Leisure and tourism visits to coastal areas account for 26% of domestic tourism in Northern Ireland (NISRA 2018), and beach quality is the key decision-making factor in visitor choice of a coastal destination (Nelson & Botterill, 2002); particularly clean, litter-free sand and seawater (Tudor & Williams, 2006). Ballance, Ryan and Turpie (2000) found that up to 97% of the economic value of beach visits could be lost through lower cleanliness standards. However, on average, 473 pieces of litter can be found for every 100m of Northern Irish beaches (KNIB 2018). As a response to these poor beach cleanliness standards, local residents have taken to the beach, self-organising into groups of beach cleaners and dedicating their personal time to cleaning up – consequently not just improving local environmental quality but also the local tourism product itself. This research explores this extraordinary and relatively new phenomenon of beach cleaning as a form of local residents' activism and its implications for cultivating a wider environmental ethic and for coastal tourism policy. Using Charmaz's (2014) approach to constructing Grounded Theory, the researcher has immersed herself as a complete participant (Saunders *et al.* 2016) by joining various different groups of beach cleaners. She has participated in 20 separate beach clean-up events, taking place over the course of six months and equating to approx. 40 hours observation of close to 200 local residents as they engage in this activity. Conversations and observations were recorded through the use of a research diary and creating research memos, which were analysed using Constant Comparison Analysis – a staple of Grounded Theory methodology. The aim of this research is twofold: first, to develop substantive theory for the concurrence of local residents' activism and environmental ethics; and second, to develop a set of tourism policy recommendations for cultivating a wider environmental ethic among beach visitors. This is significant, as 80% of all coastal litter originates from human use of beaches (KNIB 2018). The research provides an original investigation of the active, yet inadvertent influence of local residents on shaping tourism policy and setting standards for a new ethic against littering. Much of tourism research focuses on residents' attitudes and perceptions, and less so on the potential of residents as activists, and thus, tourism shapers and movers. It also contributes a novel interpretation of environmental ethics in tourism research, which has to date focused on the dichotomy of biocentrism vs. anthropocentrism, animal welfare and rights, as well as tourist (mis-)behaviour. The findings highlight the need for a renewed focus on individual responsibility and a principle-based tourism policy for an otherwise hedonistic activity. Generational conflicts have also emerged as problematic in the cultivation of an environmental ethic. Storytelling around littering is used as a form of sense-making. Furthermore, tourism policy planners could benefit from reviewing family leisure activities in particular in a bid to improve local environmental quality, cultivating environmental ethics and improving the local coastal tourism product.

- Ballance, A., Ryan, P. G., Turpie, J. K. (2000) How much is a clean beach worth? The impact of litter on beach users in the Cape Peninsula, South Africa. *South African Journal of Science*, 96(5), 210-230.
- Charmaz, K. (2014) *Constructing Grounded Theory: A practical guide through qualitative analysis*. 2nd ed., Sage: London.
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- Nelson, C., Botterill, D. (2002) Evaluating the contribution of beach quality awards to the local tourism industry in Wales—the Green Coast Award. *Ocean & coastal management*, 45(2), 157-170.
- NISRA (2018) *Tourism Statistics Bulletin: Northern Ireland Domestic Tourism 2017*, Northern Ireland Statistics and Research Agency.
- Saunders, M., Lewis, P., Thornhill, A. (2016) *Research Methods for Business Students*. 7th ed., Pearson: Harlow.
- Tudor, D., Williams, A. T. (2006) A rationale for beach selection by the public on the coast of Wales, UK. *Area*, 38(2), 153-164.
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Title: Finding the Host in the Pedagogic Experience in Volunteer Tourism

Author:

Solene Prince
Mid-Sweden University College

Abstract:

The pedagogical dimension of volunteer tourism is often used to position volunteering as an alternative form of tourism. Many researchers seeking to understand the expansion and benefits of volunteer tourism have approached the practice through the frameworks of transformative learning and global citizenship education. Under this light, volunteer tourism has the potential to transform the volunteer into a more critical and reflexive individual, hopefully contributing to a more tolerant global community and into the latter's participation in social movements. These forms of education have been criticized by pedagogy and tourism scholars alike as they reproduce an elitist neoliberal system which positions the needs and desires of volunteers before those of host-community members. This presentation outlines, in a first instance, the circumstances under which volunteer and education programs, with seemingly good intentions, can turn a community into a tool to foster global citizenship amongst international volunteers, interns and students. The case of Sólheimar eco-village, Iceland, is used to demonstrate this point. While it is observed that the needs of volunteers are often prioritized through the work of intermediaries, the community members of the eco-village are nonetheless significant actors in the transformative education process of these volunteers. The ability of community-members to provoke reflection amongst volunteers over their complex position as members (albeit transient) of an eco-village represents a form of learning based in critical thinking of significance to transformational learning and global citizenship. I ultimately argue that community issues related to hosting volunteers should be approached and resolved beyond management-based solutions in order to avoid fixing the meaning of transformative learning and global citizenship in ways that reproduce volunteer-centric discourses. When complex community matters are not perceived as material to foster a dialogue based in the stories, aspirations and worries of the host during volunteer tourism, but rather seen as inconveniences to solve with managerial practices, the guest's needs and desires remain the focal issues. Rather, these community issues should be the basis of the learning experiences of the guests.

Title: Loss and Travel: Critically Exploring the Lived Travel Experiences of Senior Tourists

Authors:

Uditha Ramanayake
University of Waikato, New Zealand

Cheryl Cockburn-Wootten
University of Waikato, New Zealand

Alison McIntosh
Auckland University of Technology, New Zealand

Mary FitzPatrick
University of Waikato, New Zealand

Abstract:

Traumatic loss in later life can be experienced through, for example, death of loved one, chronic illness and divorce. Such experience may raise questions of one's mortality and reconsideration of life goals and purpose. Researchers, particularly within tourism studies, have often perceived loss negatively; a *dark* time for the individual that can limit their travel. Conversely, by giving voice to senior travellers' experiences of loss, this paper aims to illustrate how travel may open up the *crack for the light* to reach those experiencing loss. Indeed, many of the senior travellers in our phenomenological study used the metaphor of a candle to describe reflections of their travel experiences after and during a time of loss. We used a creative visual method called 'MeBox' in order to understand the experiences of loss and international travel of 12 New Zealand travellers who are above 65 years of age. These 12 participants were recruited to the study using the purposive sampling method. The MeBox is an innovative visual method for data collection that is adept at helping participants to voice their experiences, particularly those that relate to highly sensitive issues. The preliminary results of our study illustrate the reflexive sense-making that participants engaged in as they travelled. With various losses the senior travellers are conscious of their own mortality and limited life span. This consciousness influences them to seek meaning through travel during their last stage of life. Participants described how travel heightened their relationships to people and things, and stimulated observations on which they could develop understandings to help them through their loss. Together, the periods of travel and their participation in the study, prompted deep reflection around the dualities of 'inbetweenness' of being alone/being with themselves and times of in/exclusion. This presentation will discuss the Mebox benefits for tourism research. It will also discuss the wider implications of the preliminary findings of the study in the hope these will engender further critical debate about the lived experiences of loss and travel.

Title: Tourism Workplaces and Young Adults' Experiences of Socialisation into the World of Work

Author: Agnieszka Rydzik

Abstract:

Tourism and hospitality jobs are often promoted positively as accessible and flexible workplaces for young adults, enabling them to combine study with work. At the same time, there is a dissonance as tourism and hospitality workplaces are associated with poor working conditions, exploitative practices, long and irregular hours, high labour turnover, and high prevalence and under-reporting of harassment and bullying.

Despite increasing numbers of students working to cover costs of rising tuition fees, the pressure of the employability agenda and the broader context of youth unemployment, students' working lives remain largely under-researched. This is in part due to their employment being perceived as transient, a stopover to a 'proper' career post-graduation, and thus less worthy of sociological exploration. Yet, a large part of students' early employment trajectory and socialisation into the world of work takes place in tourism and hospitality workplaces which act as work socialisation spaces, impacting on work identity formation and normalisation of certain working practices. Thus, exploring young adults' experiences of work is key to enhance understanding of how future generations of employees are socialised into normalising flexibility and work precarisation.

Drawing on 47 interviews with full-time students employed in UK tourism and hospitality workplaces, this paper explores young adults' meanings and understandings of work formed through their early employment experiences in UK tourism and hospitality. It goes beyond the common discourse of skills acquisition into a broader, and often neglected, understanding of the meaning of work for young people and their work socialisation experiences. In this way, it challenges assumptions around the appropriateness of these jobs for young adults at the beginning of their employment journeys and the kind of work practices they normalize.

Title: Autenticidad Proyectada y Percibida y Su Influencia en el Turismo Urbano: Una Aproximación desde el Caso del Barrio de Santa Cruz de Sevilla

Author:

Paula Saavedra
Universidad Carlos III de Madrid, Spain

Abstract:

Esta comunicación propone explorar el concepto de autenticidad y su influencia en el turismo urbano a partir de un estudio de casos llevado a cabo en el barrio de Santa Cruz de Sevilla (España), uno de los grandes atractivos turísticos de la ciudad que destaca entre los espacios más visitados de la urbe.

El concepto de autenticidad ha sido ampliamente abordado en los estudios sobre turismo desde perspectivas y corrientes diversas, resaltándose su potencial entre las motivaciones que impulsan los viajes. Tras considerar los principales discursos teóricos desarrollados en torno a dicho concepto desde aproximaciones fundamentalmente positivistas, constructivistas y postmodernas, el caso del barrio de Santa Cruz de Sevilla sirve para ejemplificar cómo diferentes conceptualizaciones de la noción de autenticidad juegan un papel importante tanto en los imaginarios turísticos proyectados por el barrio, como en los percibidos.

De este modo, en esta comunicación se exponen los resultados del análisis de contenido de guías de viajes y otros medios de promoción turística en los que la idea de autenticidad aparece representada entre los atributos asociados al barrio de Santa Cruz. Asimismo, se aborda la cuestión de la autenticidad percibida a través de los testimonios, recabados mediante la realización de entrevistas semiestructuradas, de habitantes locales, turistas y trabajadores en la zona. Las conclusiones obtenidas de la investigación empírica permiten, en última instancia, reflexionar sobre el modo en que los imaginarios turísticos actúan como mediadores entre las personas y el espacio urbano, orientando comportamientos socio-espaciales y la experiencia del lugar.

Finalmente, conviene mencionar que este trabajo se enmarca en una investigación doctoral en curso que, desde una perspectiva geográfica, estudia las imágenes proyectadas por las ciudades históricas y su influencia en el ámbito turístico.

Title: Reflections on Zygmunt Bauman's Relevance to Critical Tourism Studies

Author:

Victor L. Seedman
University of Sunderland, UK

Abstract:

In this presentation I shall be looking at how Bauman's major themes of consumerism, retrotopia, identity and othering might have resonance in critical tourism studies. As a sociologist, ethicist and critical yet hopeful thinker, Bauman does not write much specifically on tourism. At times he seems to see tourism as the epitome of all that is wrong with the world, a substitute for real encounters with others and for properly ethical action in the world. He is well known, also, for drawing a conceptual distinction between the figure of the pilgrim, someone who is travelling with a long-term goal in mind, and that of the tourist, emblematic of the postmodern / liquid modern world in which people's motivations are short-term and instant desire-driven. For Bauman, tourism is the leading edge of consumerism.

A critic of consumer society and proponent of a postmodern ethic which sees the essence of morality as putting the powerless Other at the centre of one's concerns, urging action on their behalf, it is not surprising that Bauman has little time for tourism. Were he to have engaged with CTS scholarship he may well have approved of our general outlook and forms of hopeful tourism such as justice tourism, though; other forms such as volunteer tourism too, so long as they seek empowerment of those whose misfortune it is to be "toured."

Some strands in Bauman's work have clear resonance with debates in tourism studies such as those on mobilities and postdisciplinarity. His emphasis on other mobilities such as immigration and his empathy for the migrant lead him to another interesting conceptual distinction: the tourist versus (not the pilgrim now but) the vagabond. Where for tourists every door is open, vagabonds, destitute immigrants and asylum seekers are more likely to find doors slammed in their face. Bauman's insight here can be used to reinforce the call for tourism studies to be considered together with mobilities studies, and reconceptualised as a new research agenda. Bauman's insights can also amplify the call for tourism studies to move beyond economic efficiency and envisage itself in a more postdisciplinary manner, taking account of diasporality, hybridity and plural knowability; foregrounding the listening to and learning from the perspectives of the "toured", the "clandestino" and other Othered populations, for a more critical understanding of tourism's effect, or as Bauman called it "the tourism syndrome", in today's world.

This will, therefore, be a conceptual presentation and one that could fit neatly into several of the Conference's themes. I want to emphasise in particular how Bauman enables us to think critically about retrotopia and how it is making life even harder for immigrants; and Wild World and its correlates of liquid modernity and ethics without ontology, both of which concepts are Baumanian hallmarks.

Title: 'THEY DID WHAT?' Air Travel Passenger-shaming Representations on Facebook and Instagram

Authors:

Jennie Small
University of Technology Sydney, Australia

Candice Harris
Auckland University of Technology, New Zealand

Abstract:

Despite the 'mobility turn' now an accepted paradigm in tourism studies, there still remains little scholarly work on the experience of air travel. As with other forms of travel, air travel is not a non-event but a complex social activity with 'social issues of norms, power, identity and culture formation' (Jensen, 2009, p. xv). The democratisation of air travel has meant passengers have become more heterogeneous with the consequence that the 'etiquette' of air travel is often contested. In a confined space for sometimes up to 18 hours, passengers observe each other and interact, some transgressing what others consider socially appropriate behaviour. This paper takes a discursive approach, examining incidences of socially transgressive behaviour posted on social media, namely, Facebook and Instagram PassengerShaming sites, from June to December 2018. We identified the behaviours being 'shamed' in the posts and the number of comments they generated. Since 'discourse builds objects, worlds, minds and social relations' (Wetherell et al., 2001, p. 16), we considered how social media posts actively construct knowledge and social relations. We identified themes and categories of posts and how much attention was being given to each in terms of the number of comments it attracted.

Our findings indicated that shameful behaviours were deemed 'disgusting' or 'an insult to human dignity'. These behaviours included: placing dirty feet on the tray table or another passenger's seat, giving oneself a pedicure in flight, placing a child on a potty in the aisle, allowing children to draw on the tray table or wall of the plane and refusing to sit near an elderly woman of colour. Not only were the behaviours in themselves considered offensive but also the sense of entitlement and disregard for fellow passengers exhibited by the 'violators'. The findings confirm previous work by Small and Harris (2012; 2014) that the airline experience is embodied, interconnected and contested. Public shaming was seen to be a means to enforce cultural skills (to be an airline passenger) which were seen to be lacking in some passengers. And yet one can see the posts moving beyond shaming into the space of harassment and bullying with an ever-escalating discourse of class distinction exhibited in the posts.

The posts while engaging in the rhetoric of criticism, are in fact complicit in maintaining a discourse that elevates the complaint whose 'rights' have been violated. The focus on passenger co-creation in terms of the 'violators' and 'violated' by bad behaviour also serves to excuse the airline in failing to prevent or manage the violations. As highlighted in the 'crying babies on planes' and 'obesity and air travel' debates, these findings highlight the rights of one person's embodiment versus another's.

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-

Title: Quality of Life of Tourism Entrepreneurs: Is It about the Lifestyle?

Authors:

Maria Joao Vieira
Edinburgh Napier University, UK

Abstract:

Owners of small businesses, within the tourism and hospitality literature, tend to be labelled lifestyle entrepreneurs (LsEs) and described with an emphasis on the style of life they want to achieve while running their businesses (Lashley and Rowson, 2010; Skokic and Morrison, 2011). The lifestyle label is often related to: a desire to open a small business where its owner can take into consideration aspects like family, lifestyle and commercial concerns (Saxena, 2015); the possibility of blending lifestyle and work as if they are one and the same (Holland and Martin, 2015); and to an ambition of achieving a certain quality of life (QoL) aligned with personal preferences and values (Ateljevic and Doorne, 2000). Amongst authors it seems relatively consensual that LsEs main motivation to begin an entrepreneurial venture is not profit nor desire for growth (Shaw and Williams, 1998; Ioannides and Petersen, 2003). Nonetheless, knowledge about the group of tourism entrepreneurs' is scarce (Thomas et al., 2011) and tends to be focused on the motivations to start the business. Taking into consideration the apparent agreement that exists in the literature regarding QoL as one of the main drivers for LsEs to engage in tourism related entrepreneurial ventures (Shaw and Williams, 2004; Getz and Petersen, 2005), it becomes relevant to understand how this particular group perceives and defines QoL. Given the significance of LsEs in the tourism and hospitality research, both for the high number of small businesses in the sector and for the opportunity they represent in terms of added knowledge to the current society, having a deeper understanding about LsEs perception of QoL might be helpful in advancing the knowledge about this special group of tourism entrepreneurs. This presentation aims to introduce the conceptual model of QoL of LsEs that emerged from an ongoing doctoral study. The model was developed from the thematic analysis of 36 in-depth interviews that were conducted with LsEs, owners of B&B's in Portugal. The findings suggest that there are seven issues contributing to LsEs' perception of QoL: self-realization, occupation, interpersonal relationships, finance, home, personal preferences and location. Selfrealisation and occupation are the ones that matter the most, reflecting the holistic style of life that LsEs want to live. Ideally, a life where there is no distinction between who they are and what they do. Realistically, a life with a gap between what they perceive quality of life to be and the life quality their day-to-day activities allows them to achieve. Quality of life seems not to be about the lifestyle, but about a deep reflexive journey from LsEs' self into a better version of it. The implications of the findings and how they challenge the label LsE will be discussed.

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- Ioannides, D. & Petersen, T. (2003). Tourism “non-entrepreneurship” in peripheral destinations: a case study of small and medium tourism enterprises on Bornholm, Denmark. *Tourism Geographies*, 5(4) pp. 408–435.
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- Skokic, V. & Morrison, A. (2011). Conceptions of Tourism Lifestyle Entrepreneurship: Transition Economy Context. *Tourism Planning & Development*, 8(2) pp. 157–169.
- Thomas, R., Shaw, G. & Page, S. J. (2011). Understanding small firms in tourism: a perspective on research trends and challenges. *Tourism Management*. Elsevier Ltd, 32(5) pp. 963–976.
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Title: Neo-tribal Theory and Event Management: Exploring the Role of Event Space in Social Sustainability Outcomes

Authors:

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University of Tasmania, Australia

Anne Hardy
University of Tasmania, Australia

Abstract:

The field of event management has attracted a breadth of research into the triple-bottom line of economic efficiency, environmental integrity and social equity (Andersson & Lundberg, 2013; Getz, 2008). The focus of many such studies has leaned towards the economic and environmental dimensions, neglecting the social domain. Similarly, the application of distributive justice to tourism and events studies has tended to focus on environmental and economic issues, such as access to places and resources and distribution of economic benefits from the consumption of tourism goods and services, whilst justice for marginalised and minority groups has been seemingly overlooked (Tazim & Camargo, 2014). LGBTQI+ communities around the world are known to use gay events, such as pride parades, as media to communicate their identity and to seek support from broader society (Ong & Goh, 2018). Distributive justice and fairness for disadvantaged groups is usually mandated by the state through policy means and/or investment (Blake, 2001), however LGBTQI+ communities could be seen as examples of where marginalised people have established new platforms themselves to engage in a direct dialogue with wider society and the state. This study builds on the concept of distributive justice and examines how the notion of space in neo-tribal theory (Vorobjovas-Pinta, 2018) informs best social practice in event management. The study uses a case of the Broken Heel drag queen festival, held in rural Australian town of Broken Hill, as a context to contribute to the conversation about justice and tourism.

Andersson, T.D., & Lundberg, E. (2013). Commensurability and sustainability: Triple impact assessment of a tourism event. *Tourism Management*, 37, 99-109.

Blake, M. (2001). Distributive justice, state coercion, and autonomy. *Philosophy & Public Affairs*, 30(3), 257-296.

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Jamal, T., & Camargo, B.A. (2014). Sustainable tourism, justice and an ethic of care: Toward the Just Destination. *Journal of Sustainable Tourism*, 22(1), 11-30.

Ong, F., & Goh, S. (2018). Pink is the new gray: Events as agents of social change. *Event Management*, 22(6), 965-979.

Vorobjovas-Pinta, O. (2018). Gay neo-tribes: Exploration of travel behaviour and space. *Annals of Tourism Research*, 72, 1-10.

Title: Eudemonia and Economy in Queer Life: Expressions of the Khmer Gay Male in Phnom Penh, Cambodia

Author:

Neil M. Walsh
Hotelschool The Hague, The Netherlands

Abstract:

Resulting from a series of conversations with individuals within a Khmer (Cambodian) gay male community in Phnom Penh, a number of oft repeated role models surface as dominant expressions of gay male Khmer identity in contemporary Cambodian life. [1] The artist/the dancer; [2] the money-boy (as self-identified specific type of sex-worker) [3]; the barang-buddy (the ‘foreigner’ friend/the socialite); [4] the entertainer; [5] the educated – Cambodia’s resurgent intelligentsia; [6] the Khmerican (or other foreign born Khmer largely post-Khmer Rouge diaspora and returned); [7] the service-oriented gay Khmer (tourism & hospitality related worker).

Their identities are expressed, explored and conveyed via the perspective of the community, of which they form and are part of. The research is presented as a montage of bite-size videos, recorded and stylized by the community members themselves. While the community narrate, express and visualize their identities, the researcher acts as translator and draws some signification and meaning from the video-content. Eudemonia (spiritual wellbeing) and economy (monetary need and gain) act as key drivers or pathways that inform queer identities in Phnom Penh, and are taken variously as divergent and convergent in creating the identities herein expressed.

Title: The Perception of Touristic Actors in Relation to the Valorization of Heritage: The Case of Old Montreal
(La Perception des Acteurs Touristiques Face à la Valorisation du Patrimoine: Le Cas du Vieux-Montréal)

Author:

Anne-Marie Wauthy
Université du Québec à Montréal, Canada

Abstract: (French abstract follows English)

As a part of the Critical Tourism Studies Conference, I wish to present my master's thesis by way of oral presentation. I believe I am a good fit under the Land of hopes and dreams theme because solidarity and hope are a part of the answers and possible solutions to my problematic. My thesis is a study on the perception of the different touristic actors in relation to the valorization of heritage by taking for main example the Old Montreal. The main goal of this study is to understand the link between tourism and heritage, more precisely to answer to following question: what are the perceptions from the touristic players in relation to the valorization of the heritage of a historical neighborhood? The research aims to know the perception of the touristic players in relation to the patrimonial valorization of the historical neighborhood of Old Montreal. More specifically, it aims to understand the contribution, past and present, to the valorization from the touristic players in Old Montreal. It also seeks to establish the touristic players' perception towards the actions of other players in Old Montreal regarding the valorization of the heritage and to identify the possible contribution from touristic players for the valorization of the heritage in the historical neighborhood.

Following a research on the situation of historical neighborhoods in Quebec and North America, the result is that few authors cover this subject. In Quebec, there is only Old Quebec that is studied and often through the angle of heritage or the residents. Furthermore, it should not only heritage experts who speak on the subject. It allows an uncomplexification of heritage by creating new relations with it, notably with the tourism industry. By being interested in the touristic players, it will be possible to discover a new side of these neighborhoods by making emerge another position on the place of tourism. The perception, at the center of this research, is considered as being the representations built by the players. All this will permit a step towards a better cohabitation between the different players in historical neighborhoods. The scientific space being mainly occupied by the heritage environment, the angle of tourism is not considered as much. To offer a voice to the tourism industry would fill a void that is present in the scientific space.

While meeting with different touristic players, many have given suggestions about the historical neighborhood that is Old Montreal. Most of them also spoke of the community spirit that is present. These are two simple findings that enable us to notice the solidarity between the different players as well as the hope to improve the neighborhood.

Dans le cadre du colloque des Critical Tourism Studies, je voudrais présenter mon mémoire sous forme de présentation orale. Je crois que je m'intégrerai bien sous la thématique *The land of hope and dreams*, car la solidarité et l'espoir font partie des réponses et des pistes de solution quant à ma problématique.

Mon mémoire est une étude portant sur la perception des acteurs touristiques face à la valorisation du patrimoine en se concentrant sur le cas du Vieux-Montréal. L'objectif principal de celle-ci est de comprendre le lien entre le tourisme et le patrimoine et, plus précisément, de répondre à la question suivante : quelles sont les perceptions des acteurs touristiques face à la valorisation du patrimoine d'un quartier historique? La recherche vise à connaître la perception des acteurs touristiques face à la valorisation patrimoniale du quartier historique du Vieux-Montréal. Plus spécifiquement, elle vise à comprendre la contribution, passée et présente, à la valorisation du patrimoine des acteurs touristiques dans le Vieux-Montréal. Elle cherche également à établir la perception des acteurs touristiques vis-à-vis des gestes posés par les autres acteurs du Vieux-Montréal quant à la valorisation du patrimoine et à cerner la possible contribution des acteurs touristiques à la valorisation du patrimoine dans le quartier historique.

À la suite de recherches sur la situation des quartiers historiques au Québec et en Amérique du Nord, le constat est que peu d'auteurs couvrent ce sujet. Au Québec, seul le Vieux-Québec est étudié et souvent sous l'angle du patrimoine ou encore celui des résidents. De plus, ce ne doit plus seulement être les experts du patrimoine qui doivent s'exprimer sur le sujet. Cela permet de décomplexer le patrimoine en créant de nouvelles relations avec celui-ci, notamment avec le milieu touristique. En s'intéressant aux acteurs touristiques, il sera possible de découvrir une autre facette de ces quartiers en faisant émerger une autre position sur la place du tourisme. La perception, au cœur de cette recherche, est considérée comme étant les représentations construites par les acteurs. Tout cela permettra de faire un pas vers une meilleure cohabitation des divers acteurs dans les quartiers historiques. L'espace scientifique étant majoritairement occupé par le milieu patrimonial, l'angle touristique est moins considéré. Offrir une voix au milieu touristique comblerait un manqué présent dans l'espace scientifique.

En rencontrant des acteurs touristiques du terrain d'étude, plusieurs d'entre eux ont émis des suggestions concernant le quartier historique qu'est le Vieux-Montréal. L'ensemble des acteurs a aussi parlé de l'esprit de communauté qui y règne. Ce sont ici deux simples constats qui permettent de remarquer la solidarité présente parmi l'ensemble des acteurs ainsi que l'espoir d'améliorer le quartier.

Title: A Critical History of Migrant Labour in the New Zealand Hotel Sector

Author:

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Abstract:

Recent Government reports in Australia and New Zealand contrast the rapid growth and economic success of the hospitality and tourism sector (both being one of the largest export earning sectors for their countries) with long standing labour market problems, including a dependency on migrant labour and rapidly increasing reports of migrant exploitation (Cropp, 2016; Deloitte, 2015; New Zealand Tourism Industry Association, 2015). This paper will use a critical employment relations approach to highlight the historical origins of migrant labour conditions in the New Zealand hotel industry. Based on recently completed research, the paper will demonstrate an engagement with a multi-level employment relations analysis of hospitality and tourism employment. Specifically the paper will focus on the history of migrant labour in the New Zealand hotel sector and the impacts of employment legislation and ownership structure leading up to and including the crucial year of 1991. The paper will then discuss how those changes have affected the migrant labour force the modern New Zealand hotel industry. This paper will take a traditional employment relations focus on the nexus between the Tourist Hotel Corporation (employers), the Hotel Workers Union (employee representative) and the New Zealand Government. The THC was the major tourist hotel chain in New Zealand, consisting of 10 major tourist resort hotels and remained the key employer, trainer and industry voice until its sale to the Southern Pacific Hotel Corporation in 1990. The New Zealand Federated Hotel, Hospital, Restaurant and Related Trades Employees' Industrial Association of Workers (hereafter referred to as the Hotel Workers Union) was the national representative of hotel workers and one of the largest and most powerful industrial unions in New Zealand. The paper aims to answer calls to liberate hospitality and tourism research from 'presentist', positivist, unitarist paradigms (Lashley, 2007, 2016; Lynch, Molz, Mcintosh, Lugosi, & Lashley, 2011; Walton, 2012; Zampoukos & Ioannides, 2011). By using a unique multi-layered historical, critical, employment relations theory lens, the paper will argue that 1991 marked the point at which the New Zealand neo-liberal revolution 'locked in' radical changes to employment law and hotel ownership structures that have resulted in a hotel sector entirely dependent on migrant workers and dominated by 'race to the bottom' employment conditions which disproportionality affect migrant workers. The paper will argue that while migrant labour has always been a crucial component in the hotel sector workforce, the changes of 1991 mark the point at which weakened labour protections and the associated degradation of conditions became the 'new normal' for the migrant workforce. Further, the paper suggests that 1980s neo-liberal ideas from the UK and US led to the collapse of the corporatist consensus in New Zealand and that in turn resulted in political, managerial and legislative change that 'locked in' a new normal of poor pay and poor conditions for migrant workers after 1991.

The data for this paper was gathered as part of a history of employment relations in the New Zealand hotel sector from 1955-2000. The main methods included semi-structured interviews and archival research. The interviews produced rich data from 20 managers, union representatives, hotel consultants and industry advocates in the New Zealand hotel sector.

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- Zampoukos, K., & Ioannides, D. (2011). The tourism labour conundrum: Agenda for new research in the geography of hospitality workers. *Hospitality & Society*, 1(1), 25–45. https://doi.org/10.1386/hosp.1.1.25_1
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Title: Proposing LEGO® SERIOUS PLAY® Methodology for Tourism Studies: A critical Reflection

Author:

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Alison McIntosh
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Cheryl Cockburn-Wootten
University of Waikato, New Zealand

Abstract:

We provide a critical consideration of the creative co-constructive methodological tool, LEGO® SERIOUS PLAY® for tourism studies. LEGO® SERIOUS PLAY® is a communication tool aimed at developing creative thinking through building metaphors around identities and experiences using LEGO bricks. To demonstrate how the method can be used in tourism studies, we draw on examples from empirical research to illustrate the benefits and challenges of this methodological approach. These examples are from LEGO® SERIOUS PLAY® workshops conducted with hosts and guests participating in the World Wide Opportunities on Organic Farms (WWOOF) programme in New Zealand. LEGO® SERIOUS PLAY® offered a metaphorical way for participants to construct and explain their ideal WWOOFing experience, representing sometimes complex, entrenched and emotional issues, and relationships that may have been difficult to express via traditional methods. LEGO® SERIOUS PLAY® method welcomes a critical engaging dialogue about participants' lived experiences, their moralities and knowledge explored in a creative way allowing them to build metaphorical artefacts of their world and the self. The method enables participant driven, co-production of knowledge in a playful, free-flowing way to foster creative thinking, meanings and possible solutions. The paper contributes towards tourism scholarship by offering a critical discussion of the methodological framing of LEGO® SERIOUS PLAY® and processes for using the tool. For researchers, the method provides opportunities for gaining a deeper understanding of the social dimensions of tourism, to co-create spaces for knowledge exchange and develop an in-depth understanding of socially constructed relationships and realities by engaging in creative process. The method helps participants creatively communicate complex and sensitive issues, especially around their relationships – to objects, landscapes, people and identities – aspects that may otherwise be silenced by traditional research methods.

Title: Nostalgic Tourism Ain't What It Used to Be: What Makes a Destination Engender Nostalgia?

Authors:

Cora Un In Wong
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Abstract:

Increasing attention has been devoted in the literature to the popularity of nostalgic tourism, which could be viewed as a separate form of tourism whose motivation is of a personal nature. Scholars have during the last few decades published research articles on nostalgic tourism from the perspectives of anthropology, sociology, psychology, management and marketing (Davis, 1979; Graburn, 1995; Wildschut, Sedikides, Routledge, Arndt & Cordaro, 2010). From a sociological point of view, nostalgia is defined as “a sentimental or bittersweet yearning for an experience, product, or service from the past” (Baker & Kennedy, 1994, p. 169). From an anthropological perspective, Graburn (1995, p. 166) commented that nostalgia tourism is travelling “with a wish for the past” and it is a personal effort meant to slow down one’s life cycle, to indulge in one’s earlier stage of life or as a way to counter rapid changes. Stern (1992) suggested that nostalgia can be reflected on one’s own identity, social identity and collective memories. Most of the existing work on this theme focuses on the definition of nostalgia, categorization of nostalgia, tourists’ motivation for engaging in nostalgic tourism, nostalgic activities undertaken at a destination as well as tourists’ consumption patterns in the course of a nostalgic tour.

The present study adopts an interpretive qualitative approach which aims to reveal whether there is a prospect that any destination could be reckoned as a nostalgic destination by some and, if it were to be the case, to identify the elements of the destination that has the potential of fostering nostalgic feelings. Apparently different destinations may have different catalytic elements as regards inspiring nostalgia, but could it be possible that they have some elements in common? This paper uses Macau as a research locus to identify the potential markers that can attract the tourists to a destination suitable and promotable for a nostalgic journey. Macau’s rich history and cultural recourses made it known as a cultural and gaming tourism destination rather than a nostalgic destination (Wong and Qi, 2017; Wong, 2013). Macau thus is an interesting case to illustrate how a destination can provide a sense of nostalgic feelings to tourists; those who would choose to visit Macau repeatedly are the ‘prime suspects’ of being motivated at least partly by nostalgia in a tourism context. The rest of the paper begins with a section providing an overview of the literature. It is followed by a short introduction to the research locus; afterwards comes a methodology section which covers data collection and analysis. Section 5 presents the findings meant to provide a better understanding on how a destination is perceived by tourists as a nostalgic destination as well as what elements are

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perceived to be catalysts which can trigger one's nostalgic feeling towards a destination. The last section concludes.

Title: Systematic Quantitative Literature Review: Reviewing Interdisciplinary Literature on Host-Children

Authors:

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Catheryn Khoo-Lattimore
Griffith University, Australia

Elaine Chiao Ling Yang
Griffith University, Australia

Abstract:

The United Nations Sustainable Development Goals (UNSDG) aims to protect and eliminate all forms of child labour by 2025 (United Nations, 2018). According to the International Labour Organization (2002), roughly 19 million workers in tourism-related industries (15%) are children. However, limited research has investigated this topic because the voices of children, in general, have been neglected in tourism research (Poria & Timothy, 2014). In response to the scant attention to child labour in tourism, we conducted a Systematic Quantitative Literature Review (SQLR) to map existing research on host-children who live and work in tourist destinations, in interdisciplinary literature (refer to Figure 1) in order to identify knowledge gaps in terms of the disciplines, themes, theoretical frameworks and geographical locations of existing research. The review also aims to reveal how and to what extent existing literature reflects host-childrens' voices. This review is expected to shed light on host-children from an interdisciplinary perspective and provide directions for future studies on host-children. *Note: The shaded boxes are an additional step to the original PRISMA flowchart to identify the extent to which the existing literature paid attention to host-children compared with tourist-children.

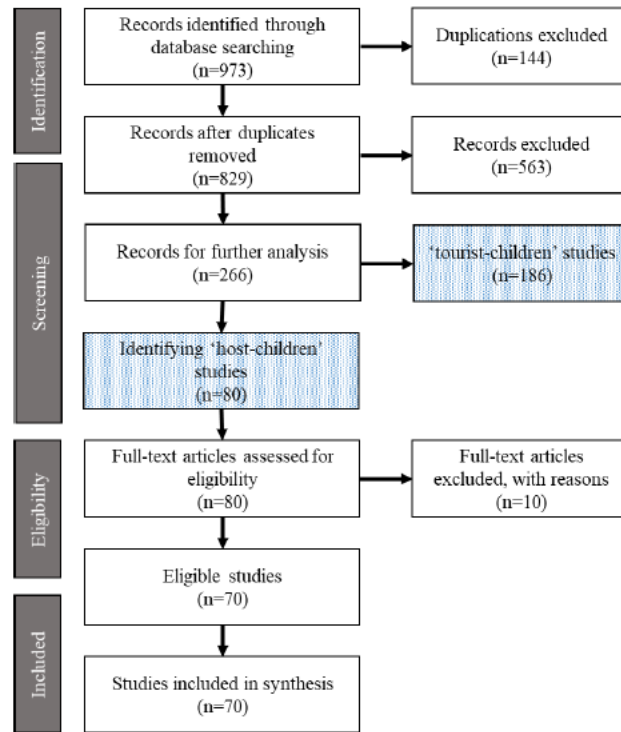


Figure 1. Modified PRISMA Flowchart (Source: Moher, Liberati, Tetzlaff, Altman, & Group, 2009)

Three main gaps were identified from the review. Firstly, the lack of research attention to host-children is evident. Within the limited research on children in tourism, even fewer studies have explored host-children with empirical data and explicit theoretical underpinnings. Various disciplines have shown an interest in host-children, but no discipline has studied this topic in depth. In addition, attention is skewed to child sex workers while issues related to general child workers outside of child sex tourism have been neglected. Child labour issues in African and Asian regions are also scant compared to other regions. Secondly, even though some studies investigated utilitarian dimensions such as tourism impacts on children's health, attitudes and commodification, few studies explored how tourism impacts children's life satisfaction or happiness. Finally, there is pronounced absence of host-children's voices. Children are the best informants on issues that concern them and yet, very little research involved the voices of host-children due to ethical and methodological challenges. Few studies explicitly reported how they addressed the ethical issues of involving children in research and only a handful of studies briefly mentioned seeking consent from children's guardians.

On the basis of the identified gaps, three recommendations are provided. First of all, it is necessary to deepen current knowledge about host-children with empirical data but also the development of theoretical frameworks for understanding host-children's issues. In particular, future researchers should pay attention to all types of child labourers beyond child sex workers, and in the African and Asian regions. Scholarly attention to child labour in the tourism industry is urgent because of the risky tourism working environment where working hours are long, jobs

are not secure, wages are low and laws are often infringed. Secondly, the findings from the SQLR suggest that there is a need for researchers to investigate the quality of life of host children, and to extend knowledge on less utilitarian dimensions of tourism impacts. Finally, it is recommended that future research involving host-children reflect on ethical issues. In summary, this study systematically reviewed the existing literature on host-children and identified three main research gaps that are the deficiency of studies on general host-children (besides child sex workers) and the absence of host-children's voices. It is hoped that this paper will initiate further research on host-children and contribute to achieving the UNSDG (Goal 8.7) which protect and eliminate all forms of child labour.

International Labour Organization. (2002). A future without child labour: Global Report under the follow-up to the ILO Declaration on fundamental principles and rights at work.

Retrieved from Switzerland: https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_publ_9221124169_en.pdf

Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G., & Group, P. (2009). Reprint—preferred reporting items for systematic reviews and meta-analyses: the PRISMA statement. *Physical therapy*, 89(9), 873-880. doi:10.1093/ptj/89.9.873

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United Nations. (2018). Promote inclusive and sustainable economic growth, employment and decent work for all. United Nation Sustainable Development Goals. Retrieved from <https://www.un.org/sustainabledevelopment/economic-growth/>

Title: Indigenising Tourism: A Story of an Aboriginal-led Project in the Northern Territory, Australia

Authors:

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University of Newcastle, Australia

Gabrielle McGinnis
University of Newcastle, Australia

Mark Harvey
University of Newcastle, Australia

Abstract:

Storytelling is central to Aboriginal and Torres Strait Islander cultures in Australia. Aboriginal stories are communicated through various mediums; they are spoken in language, performed in dance and music, and communicated through visual arts. For Aboriginal people, the stories passed from generation to generation serve many purposes, including the sharing of spiritual narratives, cultural practices and landscapes, collective histories and life histories. Aboriginal stories are unique to country and nation and, prior to 'the invasion' (Langton 1996), there were between 200 to 500 different language groups around Australia with distinctive and unique cultures, identities, and beliefs. Given that only around 50 Aboriginal languages remain in contemporary Australia, the preservation of oral histories and traditional knowledges is essential to sustaining Aboriginal cultures and teachings. Tourism is one avenue through which Aboriginal stories can be shared. In this presentation, we tell the story of why an Aboriginal community in remote Australia sought to be involved in tourism, and how they engaged academic researchers to guide the development of a locally and culturally appropriate Indigenous tourism product.

The Wagiman people of Pine Creek, a remote town in the Katherine region of the Northern Territory of Australia, possess distinct representations of culture, identity, and knowledge of country. Elders of the Wagiman community asked the researchers to initiate a project that recorded their stories, for the dual purpose of preserving Wagiman knowledges for future generations of Wagiman people, and to provide Wagiman interpretation of country for both non-Aboriginal residents of Pine Creek, and domestic and international visitors to the town. To this end, the Wagiman community worked closely with the researchers to create digital recordings of country, histories, language and culture over a series of extended fieldwork visits (McGinnis, Young and Harvey, 2016). Methodologically, an overarching goal of the Wagiman research project was to engage the Indigenous method of storytelling (Tuhiwai-Smith, 2012) in order to provide authentic interpretations of local knowledge. In particular, we engaged the practice of 'yarning' with Wagiman Elders to record their stories 'on country'. Indigenising methodologies allowed for the sharing of stories in ways that can foster community identity, pride and empowerment (Foley 2015; Russell-Mundine 2012; Tuhiwai-Smith 2012).

We report on the learnings of the researchers in working with Wagiman people, particularly the importance of relationship building and the formation of trust for engaging in culturally-appropriate tourism research that can educate and empower all stakeholders. The Aboriginal-led research resulted in digital options for Indigenous engagement in tourism, including websites, digital maps and mobile apps. The collection of local stories resulting from the research partnership with the community seeks to ensure the continuation of Wagiman teachings for the long-term. The tourism venture provides a case study of community driven research collaboration focused on self-determination for the Wagiman people in the sharing of their stories and the development of Indigenous tourism in Pine Creek.

Foley, D. (2015). Enterprise and entrepreneurial thinking: It's a black thing! In K. Price (Ed.), *Knowledge of Life: Aboriginal and Torres Strait Islander Australia* (pp. 118-140). Port Melbourne, Australia: Cambridge University Press.

Langton, M. (1996). Art, Wilderness and Terra Nullius. In R. Sultan (Ed.), *Ecopolitics IX, Perspectives on Indigenous Peoples' Management of Environmental Resources*. Darwin: Northern Land Council.

McGinnis, G., Young, T., & Harvey, M. (2016). New approach on creating shared value in corporate social responsibility: Effective engagement with Indigenous stakeholders for community empowerment. BEST-EN Think Tank XVI, Berlin - Eberswalde.

Russell-Mundine, G. (2012). Reflexivity in Indigenous Research: Reframing and Decolonising Research? *Journal of Hospitality and Tourism Management*, 19(1), 85-90.

Tomaselli, K. G., Dyll, L., & Francis, M. (2008). "Self" and "Other". In N. K. Denzin, Y. S. Lincoln, & L. T. Smith (Eds.), *Handbook of Critical and Indigenous Methodologies*. Los Angeles: SAGE.

Tuhiwai-Smith, L. (2012). *Decolonizing Methodologies: Research and Indigenous Peoples* (2nd ed.). London: Zed Books Ltd.

Title: Identity Construction through Tourism Education: Voice from International Students

Authors:

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Xiaoqing Chen
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Abstract:

Although tourism and hospitality (T&H) as HE programmes have achieved the “remarkable growth in numbers” (Airey, 2015: 13), their maturity “is still highly debatable” (Hsu, Xiao & Chen, 2015: 142). The downplaying of liberal education and the high reliance on a vocational approach are believed as an inherent challenge that prevents T&H HE from developing “well-rounded, knowledgeable and thoughtful individuals (Tight, 2015: 95)” and instead is seen as a specialist incubator for the industry (Airey, 2013; Tribe, 2002). Upholding the liberal education approach, this research conducts a multimode exploration of international student’s self-identity (re)construction. Specifically, we focus on how Chinese international students understand their self-development through their overseas education on a daily base, looking specifically at tourism and hospitality programmes. Data were collected through the combination with self-portrait and collage-making, being supported with semi-structured in-depth interview. Unlike previous research which has studied international students as homogeneous groups, this research prioritizes the individual heterogeneities—studying individual experiences as integrally embedded in students’ everyday lives.

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Title: Touching the Strangers Within: Querying the Affective in Tourism Encounter and Exchange

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Abstract:

“The unique welding of scholarship and affect... means allowing oneself to be touched and induced to think and imagine by what touches us” (Isabelle Stengers, 2017). In this paper we mobilize thoughts and theories on “touching” in tourism contexts, specifically querying on-going discussions on how we may achieve a real/deep level of exchange and dialogue in tourism studies, practices and education. We are inspired by everyday expressions such as “It is touching” “I am touched by...” “a touch of...” “touching upon..”, something needs “touching up” and “getting/staying in touch with...”, and we pursue the *affective* associations of “touch” and “touching”.

In particular, we explore, as Stengers suggests, what it means to allow oneself as a scholar, and indeed as an educator, to be “touched”, and to *think* and *imagine* through what touches us. What we hope to achieve is to illuminate, through thinking about “touching”, the ambiguity, undecidability and indeterminacy of oneself and the Other. This sense of troubling, we hope, will open a discussion on how we can be in touch with, be responsible and responsive, and be open both to the world’s aliveness and to the strangers within. After all, “Touch moves and affects what it effects” (Barad, 2012, p. 208).
