



Responsible Tourism?

Book of Abstracts

The 24th Nordic Symposium in Tourism and Hospitality Research

Reykjavík 1st - 3rd October 2015

Timetable

Time	Wed. 30th Sept.	Thu. 1 st Oct.	Fri. 2 nd Oct.	Sat. 3 rd Oct.	
08:30			Two keynote presentations Place: University of Iceland Main Building, The Aula	Two keynote presentations Place: University of Iceland Main Building, The Aula	
09:00					
09:30					
10:00	PhD Seminar	PhD Seminar	Move to Radisson BLU Saga Hotel and coffee break		
10:30				Parallel Sessions Radisson BLU Saga Hotel	Parallel Sessions Radisson BLU Saga Hotel
11:00					
11:30					
12:00				Lunch break 50 minutes (12:40-13:30)	
12:30					
13:00			PhD seminar travels to Reykjavík	Parallel Sessions Radisson BLU Saga Hotel	Parallel Sessions Radisson BLU Saga Hotel
13:30					
14:00					
14:30				Coffee break 20 minutes (15:10-15:30)	
15:00				Parallel Sessions Radisson BLU Saga Hotel	Parallel Sessions Radisson BLU Saga Hotel
15:30					
16:00				Parallel Sessions Radisson BLU Saga Hotel	Parallel Sessions Radisson BLU Saga Hotel
16:30					
17:00					
17:30			Symposium opening, welcome reception Place: Askja	Business meetings and Northors Board Meeting	Informal Symposium Closing
18:00					
18:30					
19:00					
19:30			Gala dinner Place: Kolabrautin/Harpa		

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Cover picture: Askja, the home of tourism studies at the University of Iceland
Photo: Guðjón Sverrisson

Responsible Tourism?

Book of Abstracts

The 24th Nordic Symposium in Tourism and Hospitality Research

Reykjavík 1st-3rd October 2015

ICELANDIC TOURISM RESEARCH CENTRE
SEPTEMBER 2015

Acknowledgements

The Icelandic Tourism Research Centre wishes to express our gratitude to the following for their time and effort in making the 24th Nordic Symposium in Tourism and Hospitality Research a success:

University of Iceland, University of Akureyri, Hólar University College, Icelandic Tourist Board, Promote Iceland, Ministry of Industries and Innovation, Athygli Conferences, Soil Conservation Service of Iceland, our keynote speakers, the organisers of the 23rd Nordic Symposium in Tourism and Hospitality Research, the NORTHORS board, all the session organisers, presenters and those who take the time to participate in the Symposium.

Compilers and editors of the Book of Abstracts: Eyrún Jenný Bjarnadóttir, Edward H. Huijbens and Kristín Sóley Björnsdóttir.

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PhD seminar hosts and organisers: Anna Dóra Sæþórsdóttir, Rannveig Ólafsdóttir and Eyrún Jenný Bjarnadóttir.

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Welcome

Dear Colleagues, Guests and Friends

We would like to welcome you to the 24th Nordic Symposium in Tourism and Hospitality Research in Reykjavík, Iceland during these late autumn days. The theme of this Symposium is the question of 'Responsible Tourism?', focussing on whether or not tourism can be conceptualised as a responsible activity. This Nordic Symposium is pleased to announce that there will be 143 paper presentations in 31 sessions, demonstrating the vibrancy and professionalism of Nordic academic Tourism Studies. The sessions were created by the NORTHORS community, representing and reflecting topical issues of responsibility in a Nordic context. It is clear to us that the debate on 'Responsible Tourism' is a lively one which should be celebrated and applauded.

At this Symposium we will strive to make your visit as 'responsible' as we can, reflecting the wonderful example set by our colleagues in Copenhagen last year, who had the ambition and foresight to create the first responsible symposium in the history of NORTHORS.

Symposium materials have therefore been kept to a minimum. Admittedly, we are not completely paperless but we do provide you with a Nordic ecolabel certified Symposium Programme. The pens from the Icelandic Tourism Board are made of maize and are a reminder of Vakinn, the official quality and environmental system within Icelandic tourism. Additionally we ask you once the Symposium is over to place the plastic badge holders and lanyards in the boxes provided at the Reception desk or return them to a member of the Symposium Team when you leave the venue for the last time. These can then be reused.

The Radisson BLU Saga Hotel is an eco-labelled hotel, certified by the Green Key. The hotel takes action to reduce energy and water consumption and to minimize waste generation. Hotel environmental actions are supported by a training programme for all employees and guests are invited to participate.

This is the third time that Iceland has hosted the Nordic symposium and it was decided that on this occasion it would be convened in Reykjavík. Indeed, it is the largest Nordic symposium so far held in Iceland in terms of number of participants, sessions and papers.

The opening of the symposium and our welcoming reception is held at the home of tourism studies in the Askja building at the University of Iceland in Reykjavík. The cover photo of our Book of Abstracts is of the Askja building taken by Gunnar Sverrisson.

We hope that the 24th Nordic Symposium will produce lively and fruitful discussions concerning 'Responsible Tourism', allowing you to make new contacts and re-establish or reinvigorate old ones. We hope that you will enjoy your stay in Iceland and will return home with happy memories and a mind full of fresh insights and questions, which hopefully will provide us all with the dynamism needed to enact 'Responsible Tourism' in the future.

Synposium Convenors,

Eyrún, Edward and Kristín Sóley

Symposium Theme: Responsible Tourism?

In the seemingly fluid world of tourism, people are invited to travel the globe and experience destinations as trouble free zones, in which goals are achieved and dreams realised. We are encouraged to set aside everyday responsibilities whilst visiting different places, cultures and nature, be it for work or leisure purposes. However, the environmental costs of travelling are becoming all too apparent during times of global climate change. These concerns add to an already on-going debate around the demonstrable impact of tourism on the cultures and lives of local communities which has been recognised and debated in tourism scholarship.

How, therefore, can tourism be conceptualised as a responsible activity and how can tourists become responsive to their encounters with places, nature and cultures for the benefit and empowerment of the locale?

The 24th Nordic Symposium of Tourism and Hospitality Research invites tourism scholars to explore emerging themes of how travel industries can trace the contours of a travel imagery, whilst remaining grounded in the everyday practical and political realities of a destination i.e. respecting nature and culture whilst developing its products.

Therefore, focussing on the question of 'Responsible Tourism', we invite sessions that deal with:

- tourism and environmental responsibility
- ethical tourism consumption in relation to local empowerment and environmental protection
- responsible human resource management
- ethical tourism consumption discourses and subject formation
- the geographical imaginations of consumption
- impacts and challenges of climate change and tourism
- community tourism
- responsible tourism operations, issues of safety and operational management
- local-global power dynamics
- politics of tourism development
- responsible tourism futures
- tourism Eco labelling
- responsible tourism education

Practical Information

Timing of individual papers in parallel sessions

This Book of Abstracts contains session times, the order of presentations but not the exact times of individual papers. Each session accommodates up to six papers and questions/discussion. This can be used as a guide in establishing when papers should start and end in any given session. Each presentation should take approx. 15-20 minutes including time for a few questions. However, the session organisers have some flexibility in structuring their sessions, e.g. reordering papers.

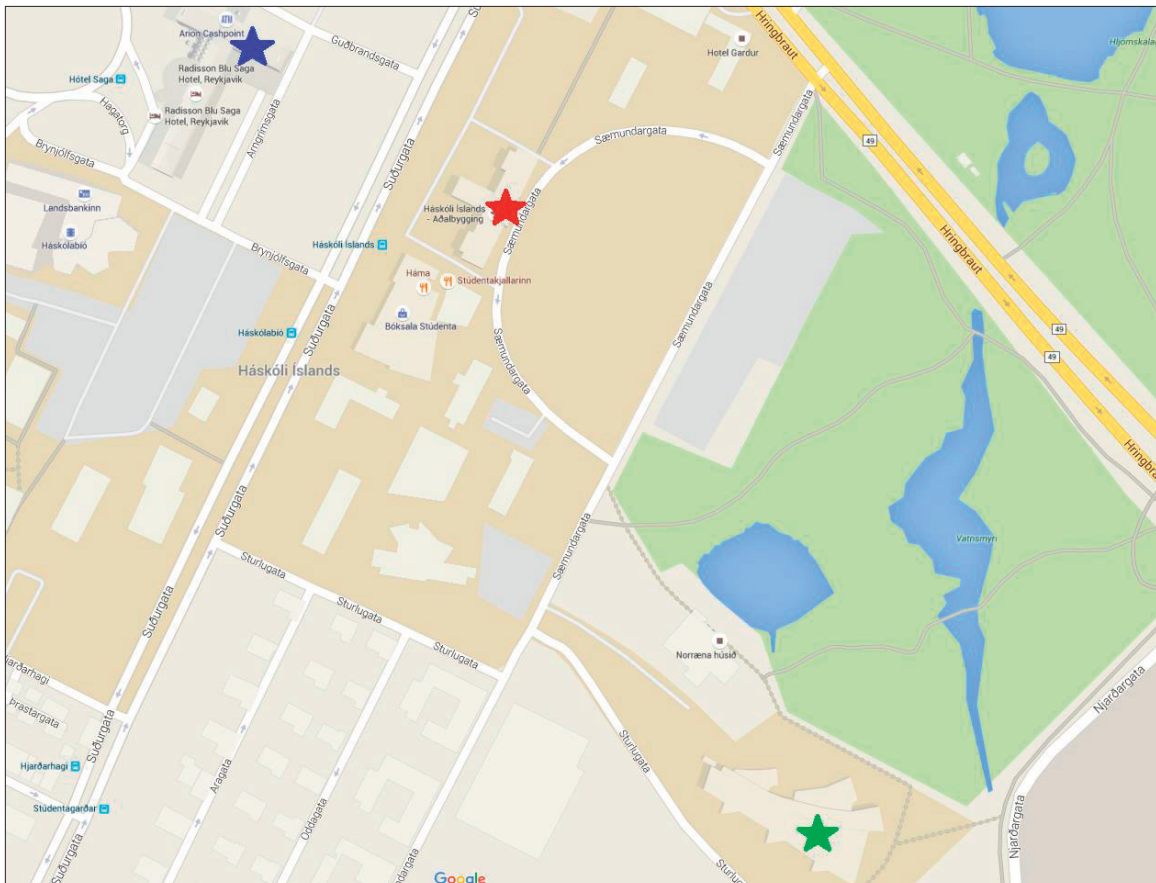
Wireless internet

Eduroam wireless internet is available on the University of Iceland's campus. If you already have an eduroam connection from another institution or university in your own country you can use that one to connect to eduroam in Iceland.

At the main Symposium venue, the Radisson BLU Hotel Saga free internet access is offered as part of the E@syConnect Service concept. High-speed and/or wireless Internet access is now free of charge for all guests throughout the hotel.

Symposium venues

Symposium events will be held at three different venues, marked with stars on the map. They are all within very short walking distance from each other. All parallel sessions will be held in the Radisson BLU Saga Hotel, located at Hagatorg (blue star). The Keynote presentations will be held in Háskóli Íslands - Aðalbygging (University of Iceland - Main Building), Sæmundargata 2 (red star). The Welcome Reception will be held in Háskóli Íslands – Askja (University of Iceland - Askja-building), on the campus of the University of Iceland, Sturlugata 7 (green star).

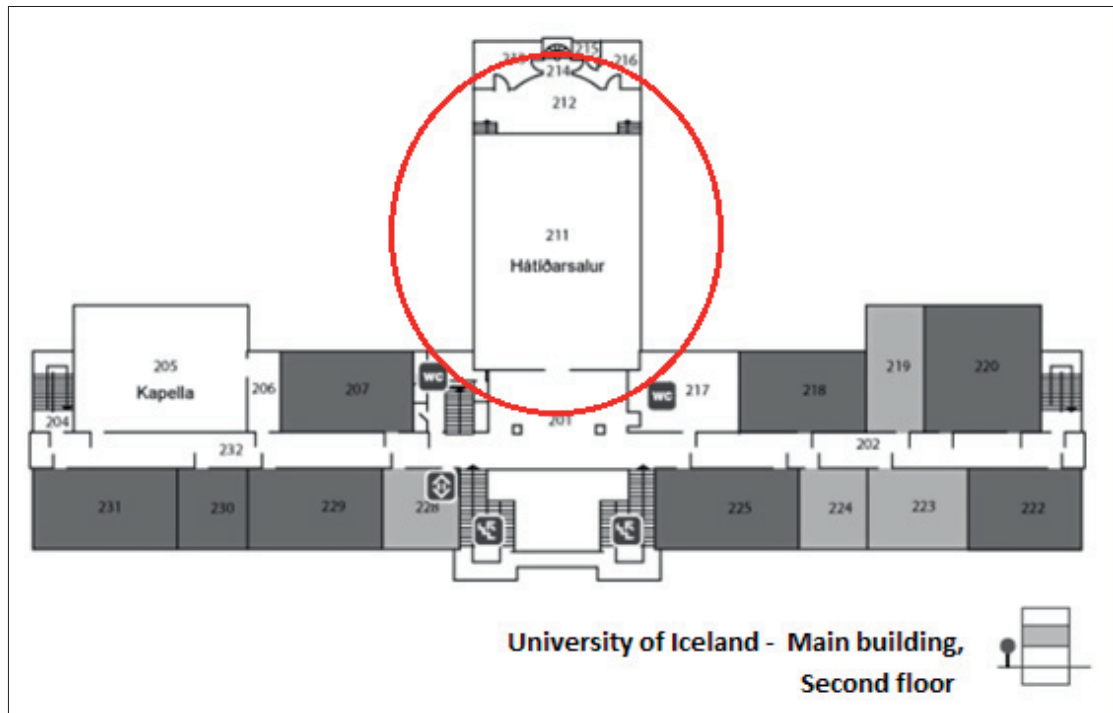


Location and time of welcome reception

The Welcome Reception will be held on Thursday 1st of October at 17:30 in Háskóli Íslands – Askja (University of Iceland - Askja-building), Sturlugata 7.

Location and time of keynote presentations

All Keynote presentations will be held in the main building of the University of Iceland (Háskóli Íslands – Aðalbygging). The Keynote presentations are in the Aula (Hátíðarsalur, room 211 on the picture below, outlined with a red circle), which is located on the 2nd floor. The Keynote presentations will be held on Friday 2nd October and Saturday 3rd October and start at 08:30, on both days.

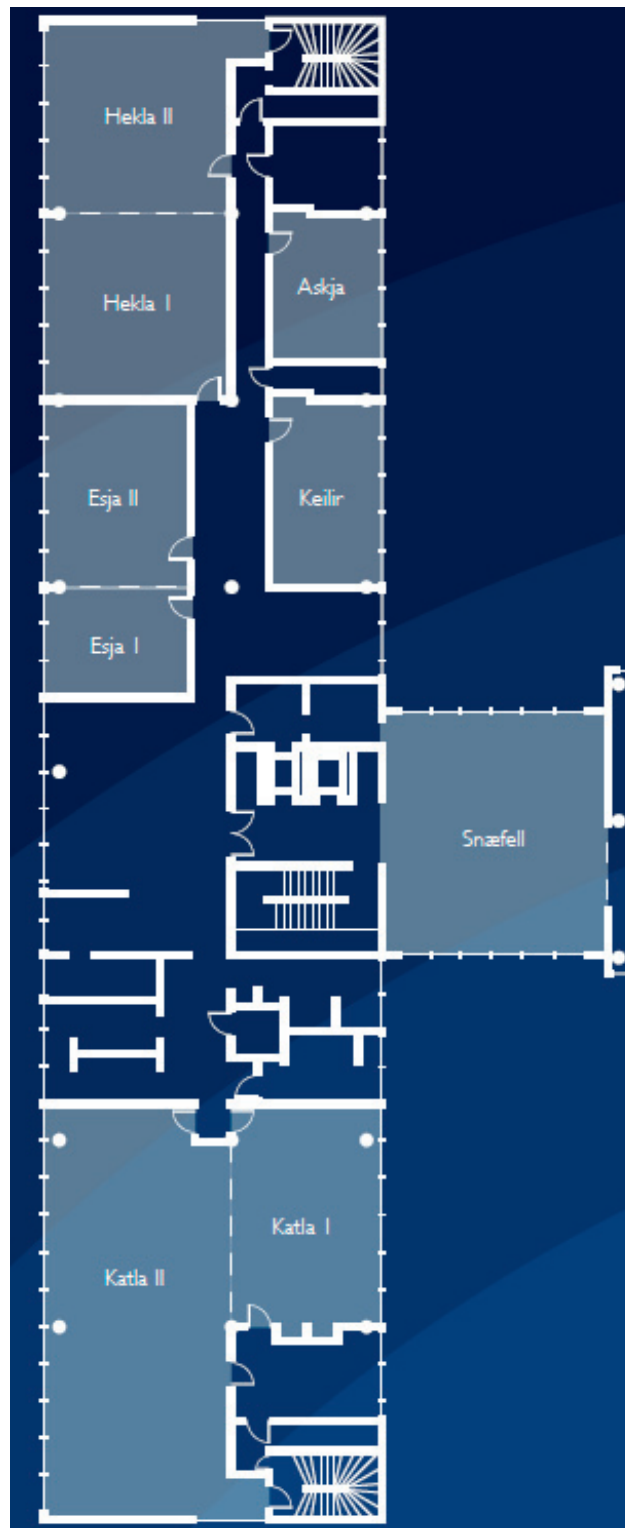


Location of parallel sessions

All parallel sessions will be held in conference rooms at the Radisson BLU Saga Hotel. The hotel is within the University of Iceland main campus and just a short walk from the Reykjavik City Centre. The parallel sessions will be held in six different rooms, all on the same floor and close to each other (see picture on the next page). The parallel sessions will be held Friday 2nd October and Saturday 3rd October and start at 11:00 both days.

Overview of the conference venue for the parallel sessions

The parallel sessions will be held in six different conference rooms at the Radisson BLU Saga Hotel. The rooms are: Snæfell, Hekla I, Hekla II, Katla I, Esja I and Esja II.



Reception desk locations and hours

Upon arrival you will have received this book on a USB and your Symposium badge at the Reception desk. Please wear your badge during all Symposium activities.

During the Symposium the reception desk will be open as follows:

Thursday: 16:30-19:30 at Askja, where the opening reception will be held

Friday: 10:30-18:00 at Radisson BLU Saga Hotel, on the venue of the parallel sessions

Saturday: 10:30-18:00 at Radisson BLU Saga Hotel, on the venue of the parallel sessions

Volunteers

At the Symposium we have a team of helpful and friendly volunteers, familiar with the Programme, the venues and the surrounding area, that you can turn to when in need of assistance. The volunteers can be identified by their orange t-shirts carrying the logo of the University of Iceland.

Catering

Symposium registration includes the opening reception along with coffee and lunches which will be served at Radisson BLU Saga Hotel.

Location of Gala dinner

The Gala Dinner is included in the Symposium fee and will be held at Kolabrautin Ristorante at Harpa Reykjavik, Concert Hall and Conference Centre. The Dinner will start with a champagne reception at 19:30 on Friday, the 2nd of October.

Transportation to Gala dinner

Bus transportation will be available between the Radisson BLU Saga Hotel and the Gala Dinner. The bus pick-up will be at the Radisson BLU Saga Hotel at 19:15. The City Council of Reykjavik has banned coaches longer than 8 metres in the City Centre, therefore we cannot provide pick-up at other hotels. Hotel Frón, Center Hotel Skjaldbreið and Center Hotel Klöpp are all in short walking distance of Harpa, Reykjavik.

Public Transportation

Reykjavik has a well planned network of public transportation, making it easy for visitors to get around. Information about the buses from your location can be found on www.straeto.is. An app for mobile phones and tablets is available in Android and iOS „Strætó app“ (www.straeto.is/app).

Responsibility

The Icelandic Tourism Research Centre is part of an eco-school certified by the Foundation for Environmental Education (FEE) in Iceland and promotes student leadership and activism for the creation of safer and healthier school environment. The FEE programme assists schools to achieve environmental success i.e. through reducing, reusing and recycling materials.

The Icelandic Tourism Research Centre and Promote Iceland reuse the plastic badge holders and lanyards you have so we kindly ask you to hand these in at the boxes provided at the Reception desk or to a member of the Symposium team when leaving the Symposium for the last time.

The University of Iceland is a community of students and staff, and is one of the largest workplaces in Iceland. The everyday decisions of members of the university in their daily lives – about consumption, transportation, communication etc. determine much of the university's performance in environmental issues and sustainability. This also affects the health and wellbeing of staff and students. It has to be made as easy and economical as possible to choose environmentally friendly options and promote

greater sustainability. The University of Iceland aims high, but to achieve success in sustainability and environmental issues collaboration and collective responsibility are critical.

We kindly ask delegates to please be careful and use the recycling bins for paper and plastic wherever they are provided.

Optional excursions

Three optional excursions are offered during the Symposium, all offered during the registration process. Pick-up for all three excursions will be at Radisson BLU Saga Hotel.

The Golden Circle Tour 1st of October 08:30-16:30

The Golden Circle tour includes stunning sights, starting with the historical and geological wonder that is Þingvellir National Park, where the American and Eurasian tectonic plates are pulling apart at a rate of a few centimetres per year. Then we head to Gullfoss (Golden Falls) waterfall, created by the river Hvítá, which tumbles and plunges into a crevice some 32 m (105 ft.) deep. The day continues with the Geysir geothermal area where the Strokkur geyser shoots a column of water up to 30 meters (98 ft.) into the air every 4-8 minutes in a thrilling display of nature's forces.

Price ISK 16.900

Included: Transfer, guidance and lunch

Min. 12 participants

Northern Lights Tour 1st of October 20:00 – 23:00

The Northern Lights are a natural phenomenon which happens during the winter months and are caused by the interaction of particles from the sun with the upper atmosphere near the North Pole.

We can of course not guarantee that the Northern Lights will be visible, since that depends on weather conditions, nor decide yet where to go since that also depends on weather conditions at the time.

Price is ISK 5.500

Included: Transfer and guidance

Min. 25 participants

The Blue Lagoon 3rd of October ...17:30 – 21:30

Reykjanes Peninsula is one of Iceland's most volcanic areas, where two tectonic plates rise from the sea and divide the island in 2 parts. Craters, hot springs, volcanoes and lava are the main theme in this landscape. A visit to the Blue Lagoon, Iceland geothermal spa is an important part of your stay in Iceland. Guests renew their relationship with nature, soak up the scenic beauty and enjoy breathing the clean, fresh air while relaxing in the warm geothermal seawater. Don't forget to bring your bathing suit!

Price ISK 14.600

Included: Transfer, guide, entrance to the Blue Lagoon and light refreshments

Min. 25 participants

Detailed Symposium Programme

Wednesday 30th September

PhD seminar in Gunnarsholt

Thursday 1st October

13.00-17.00: SJHT Editorial Board Meeting in Askja, room 367 (3rd floor)

16:30: Conference desk opened

17.30: Opening Reception in Askja

Address by the minister of industries and innovation

Address by the director of the Icelandic Tourist Board

Address by the rector of the University of Iceland

Music: Hjörleifur Hjartarsson and Íris Ólóf Sigurjónsdóttir

Housekeeping points and the conference ahead

Friday 2nd October

8:30 - 10:30

Keynote presentations

Room	Presenter	Title	p #
The Aula	Dianne Dredge	Multiple Faces and Mixed Messages of Responsibility in Tourism Policy	22
The Aula	Scott McCabe	"Who are Responsible Tourists? Why Don't we Know? Towards a Consumer-centred Focus for Research on Responsible Tourism."	23
The Aula	Edward H. Huijbens	Housekeeping	

Coffee at Radison BLU Saga Hotel

Friday 2nd October - 11:00 - 12:40

Session 1: Volunteer Tourism: Pushing the Boundaries I

Room	Presenter	Title	p #	Co-author(s)
Snæfell	Cottrell, S.	Sustainable development and sustainable livelihoods frameworks: Theory and practice in volunteer tourism in Achiole, Panama	28	Eddins, E. and Cottrell, J.R.
Snæfell	Owen, S.	Authentic volunteer tourism? Exploring different epistemological perspectives and their influence on scholarly work	29	
Snæfell	Jæger, K.	Volunteer tourists becoming "bugged" in to a festival	30	
Snæfell	Nordbø, I.	WWOOFing - Responsible travel or yet another way of self-realization?	31	Sturød, A.G.
Snæfell	Dredge, D.	Volunteer tourism organisations as liquid organisations: Pushing the boundaries of responsibility?	32	Taplin, J.

Session Chair: Angela M. Benson

Friday 2nd October - 11:00 - 12:40

Session 2: Winter Adventures in the North: Performances and Responsibilities

Room	Presenter	Title	p #	Co-author(s)
Hekla I	Mittelbach, L.H.	The silence of nature in the fairy tale landscape of Arctic Norway	38	
Hekla I	Kvidal-Røvik, T.	Splashing through the snow: Challenging polarized positions on debates on the use of snowmobiles	39	Granås, B. and Rantala, O.
Hekla I	Heimtun, B.	Communicating paradox: Uncertainty and the Northern Lights	40	Lovelock, B. and Morgan, N.
Hekla I	Jakobsen, P.K.	Enlightened experiences in winter darkness – Back-country skiing in the Arctic Alps of Norway	41	
Hekla I	Welling, J.T.	Glacier cave tours in the Vatnajökull glacier: an emerging Icelandic winter adventure tourism niche	42	Arnason, Th.

Session Chairs: Bente Heimtun, Gunnar Thór Jóhannesson and Seija Tuulentie

Friday 2nd October - 11:00 - 12:40				
Session 3: Tourism and Hospitality Work(ers): New Challenges in a Globalised World				
Room	Presenter	Title		
		p #		
		Co-author(s)		
Hekla II	Thulemark, M.	Community formation and sense of place among seasonal tourism workers	44	
Hekla II	Gjerald, O.	How do Nordic incoming tour operators manage their reputation?	45	
Hekla II	Lundmark, M.	Labour mobility in the hospitality and tourism sector in Sweden	46	
Hekla II	Gebbels, M.	Hospitality education: a pathway to career success?	47	
Hekla II	Brandt, D.	Education and careers in the Swedish tourism sector- How important is education for building a successful career?	48	Wikström, D.
Session Chairs: Maria Thulemark and Susanna Heldt-Cassel				
Friday 2nd October - 11:00 - 12:40				
Session 4: The Geographical Imaginaries of Consumption				
		Title	p #	Co-author(s)
Katla I	Rancew-Sikora, D.	Storytelling in translation, storytelling as translation: Outsider's glance at the uniqueness of Iceland	50	
Katla I	Fernandes, F.	Christmas tourism imaginaries: The case of Santa Claus Village in Finnish Lapland	51	Garcia-Rosell, J.C.
Katla I	Jeuring, J.	The challenge of proximity: the (un)attractiveness of near home tourism destinations	52	
Katla I	Sörensson, A.	Cultural differences among tourists' travel behavior with focus on their information search prior to their trip	53	Bogren, M.
Katla I	Björnsdóttir, A.L.	Comparing destination images: A case study of salmon fishing tourism in Iceland and Norway	54	Stensland, S. and Aas, Ø.
Session Chair: Daniela Tommasini				
Friday 2nd October - 11:00 - 12:40				
Session 5: Planning and Development of Resilient Destination Communities				
		Title	p #	Co-author(s)
Esja I	Heldt-Cassel, S.	Social resilience in rural mass tourism destinations – is it possible?	56	
Esja I	Björk, P.	Attitudes towards tourism and well-being of local residents	57	
Esja I	Espiner, S.	Incorporating 'resilience' in the 'sustainable tourism' discourse: Illustrations from New Zealand's nature-based tourism sector	58	Orchiston, C. and Higham, J.
Esja I	van der Duim, R.	Implementing tourism-conservation enterprises: opportunities and governance challenges	59	
Esja I	Cottrell, S.	Meaningful places, spatial mobility & motility: Study of second homeowner local community engagement in Saare County, Estonia	60	Cottrell, J.R.
Session Chairs: Susanna Heldt-Cassel and Christina Engström				
Friday 2nd October - 11:00 - 12:40				
Session 6: Exploring Motives and Activities				
		Title	p #	Co-author(s)
Esja II	Kline, C.	Exploring the university SAVE market	62	Swanson, J. and Yankholmes, A.
Esja II	Furenes, M.I.	How will feedback valence and feedback style affect tourists' outcome evaluation?	63	
Esja II	Marcussen, C.H.	Tourist motives and activities as drivers of tourist satisfaction – among men and women	64	
Esja II	Heldt, T.	Tourism economic impact of a horse race venue: The case of Harness racing at DalaTravet Rättvik, Sweden	65	
Esja II	Haiven, J.	Restaurant and bar workers in the hospitality industry: tips, working conditions & precarity	66	
Esja II	Eringa, K.	Factors that influence the experience of Chinese visitors to a tiny Dutch destination	67	Long, F., Jin, J., and van Fellus, N.
Session Chair: Edward H. Huijbens				
Lunch at Radisson BLU Saga Hotel				

Friday 2nd October – 13:30 – 15:10

Session 7: Volunteer Tourism: Pushing the Boundaries II			
Room	Presenter	Title	p #
	Snæfell Wright, H.	TEFL tourism: Moving volunteer tourism research from the broad to the specific	33
	Snæfell Reas, J.	'Opening arms in warm embrace to people that matter most': examining how relationships are being (re)negotiated in the volunteer tourist hotspot of Siem Reap, Cambodia	34
	Snæfell Slowe, P.M.	Distinguishing volunteering from tourism: data and case-studies from volunteers and volunteering projects	35
	Snæfell Klaver, F.	Reflections on sustainable well-being within short-term volunteer tourism activities	36
Session Chair: Angela M. Benson			
Session 8: Adventure Tourism and Responsible Tourism: A Paradox?			
Room	Presenter	Title	p #
	Hekla I Tuulentie, S.	ON THE BEATEN TRACK: How does "capsule-adventure" differ from "real" hiking adventure?	70
	Hekla I Mounir El Mahdy, Y.	"100 percent (sustainable) fun": A case study of benefits from cold water surfing in Norway	71
	Hekla I Dolles, H.	Life on the edge: Adventure tourism, neo-tribes and motorcycle racing at the Isle of Man	72
	Hekla I Mykletun, R.J.	The birth and development of a sustainable adventure tourism destination: The case of Voss (Norway)	73
Session Chairs: Harald Dolles, Mark R. Dibben, Nigel Halpern, Anne Hardy, Philippa M. Lynch, Reidar J. Mykletun and Geir Otterhals			
Session 9: Proactive Management of Responsible Tourism in the North			
Room	Presenter	Title	p #
	Hekla II Cottrell, S.	Public perceptions of bark beetle disturbance: Implications for human dimensions of natural resources, recreation and tourism	76
	Hekla II Gelter, H.	Polar guide ethics and codes of conduct among staff and students	77
	Hekla II Eide, D.	Values, concern, innovation and practice: How can certification type drive innovation focus and dedication?	78
	Hekla II Ankre, R.	Skiers versus snowmobilers: a loud conflict? A study of noise in the mountain region of Jämtland, Sweden	79
	Hekla II Maher, P.	Adrift in the sand: balancing ecological integrity and visitor experience on Sable Island	80
Session Chair: Edward H. Huijbens			
Session 10: Whose Responsibility?			
Room	Presenter	Title	p #
	Katla I Power, S.	Entrepreneurial risks-taking and responsibilities in the context of responsible tourism	82
	Katla I Björk, P.	Sustainable tourism, how do we talk about it?	83
	Katla I Doran, R.	The role of social uncertainty in the context of sustainable tourism	84
	Katla I Jemsand, E.M.	Participation in educational tourism: transforming individuals, communities and societies by stakeholder involvement	85
Session Chair: N.N.			
Session 11: Mobile Neighbouring in Tourism			
Room	Presenter	Title	p #
	Esja I Veijola, S.	Undesigning the tourist dwelling: experimenting with tourist ethnographies	88
	Esja I Blichfeldt, B.S.	Grand parenting by the pool	89
	Esja I Höckert, E.	Ethics of hospitality: Participatory tourism encounters in the northern highlands of Nicaragua	90
	Esja I Ren, C.	Living with tourism: <i>Phronesis</i> as ways of mattering	91
Session Chairs: Soile Veijola, Carina Ren, Gunnar Thór Jóhannesson and Petra Falin			

Friday 2nd October - 13:30 - 15:10		
Session 12: Recreation Trends and Sustainable Development in Mountain Tourism		
Room	Presenter	Title
Esja II	Fredman, P.	Recreation trends in the Swedish mountain region 1980–2013 and beyond
Esja II	Lundberg, C.	Tourists in Sweden: Internet, social media usage and user-generated content
Esja II	Sandell, K.	Landscape relations in change? Sportification and indoorisation of outdoor recreation and nature based tourism in the Swedish mountain region
Esja II	Wall-Reinius, S.	Inter-year comparisons of visitor characteristics and preferences: the case of Swedish summer visitors in the Jämtland Mountains
Esja II	Wolf-Watz, D.	Recreation trends and future sustainable development in the Swedish mountain region
Session Chair: Peter Fredman		
Coffee at Radison BLU Saga Hotel		
Friday 2nd October - 15:30 - 17:30		
Session 13: The Authenticity Debate: Implications for Responsible Tourism		
Room	Presenter	Title
Hekla I	Rickly, J.M.	Negotiating ethics, responsibility, and authenticity in adventure tourism: A comparative analysis
Hekla I	Engström, C.	Sami representation in a tourism context
Hekla I	Onn, G.	Networking and co-creation: a viable combination or co-operative cannibalization in sustainable heritage tourism?
Session Chair: Jillian M. Rickly		
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Session 14: Responsible Human Resource Management in the Tourism and Hospitality Business		
Room	Presenter	Title
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Hekla II	Dagsland, Å.H.B.	From school to work in the hospitality industry: A review of research on unsustainable transitions
Hekla II	Derdowski, L.A.	Social influence and climate for creativity and innovation in tourist destinations
Hekla II	Linge, T.T.	Ethnic diversity and inclusion in Norwegian hotel workplaces
Hekla II	Mykletun, R.J.	Sustainability and change in the workforce in the Norwegian restaurant sector
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Katla I	Sæþórsdóttir, A.D.	Tourists experience at popular nature tourist destinations
Katla I	Ilkevich, S.	Specially protected nature areas' conversion into national parks in Russia: Need for a sustainable compromise
Katla I	Andersson, G.	Analyses tools for event sustainability certification in destinations
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Katla I	Tveteraas, S.L.	Offshoring tourism services: Should destinations tax cruises?
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Esja I	Rantala, O.	Enhancing environmentally sensitive adventure through architecture
Esja I	van der Duim, R.	ANT and practice theory: Two of a kind?
Esja I	Cottrell, S.	Tourism development discourse: Placed based realities of tourism practice in Cuzco, Peru
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Esja II	Svels, K.	Residents' attitudes towards World Heritage induced tourism documented in six World. Heritage sites in Canada, Peru, Sweden and Finland
Esja II	Lyngnes, S.	Viking heritage as attractive tourist experiences
Session Chairs: Kristina Svels, Marit Myrvoll and E. Wanda George		
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19:30 Conference dinner at Kolbrautin Ristorante at Harpa Reykjavik - Concert Hall and Conference Centre		
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The Aula	Anniken Greve	Place, Joy and Fragility: Notes on The Ethos of the Traveller
The Aula	Edward H. Huijbens	Housekeeping
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Snæfell	Schaller, H.	The perception of nature by tourists and tour guides at the Vatnajökull National Park
Snæfell	Horolets, A.	Migrants' tourism, perceptions of nature and sense of belonging
Snæfell	Ozyurt, P.M.	Analyzing of expat (diaspora) residential tourists' quality of life conditions: a case of Alanya
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Abstracts

KEYNOTE ABSTRACTS

**Keynote 1: Multiple Faces and Mixed Messages of Responsibility in Tourism Policy****Dianne Dredge**

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'Responsibility' and 'policy'. Do these two words go together? Under what circumstances might we consider tourism policy to be responsible? Responsible to whom and to what ends? Putting 'responsible' and 'tourism policy' together in one sentence can often elicit a range of narratives and normative forms of knowledge. For example, tourism policy should be inclusive, participatory, and democratic; and it should use public resources efficiently and protect human, cultural and natural assets. But these notions of responsibility have more to do with accountability than responsibility. Neoliberal management, and a drive for tourism policy that caters to key economic interests, have fed a shift in focus away from responsibility towards accountability. Concomitantly, there has also been a marked distancing of research away from philosophical questions about the roles of the public sector, of private interests and citizens, and our own responsibilities as researchers have also been backgrounded. This presentation examines shifts in tourism policy research, enticing the audience to appreciate the meta-narratives of accountability and responsibility that have shaped its historical development. It also prompts us to confront the gap between researching tourism policy from a normative, short-term and industry-centred perspective, and what we (in an individual and collective sense) really need to do to care for the future. This presentation will leave no doubt that understanding, giving meaning to and enacting responsibility is essential for tourism policy research.

Keywords: responsible tourism, tourism policy, sharing economy, values

Dianne Dredge is Professor in the Department of Culture and Global Studies, Aalborg University, Copenhagen, Denmark. She is Chair of the Tourism Education Futures Initiative, a network of over 300 tourism educators and practitioners who believe in the powerful transformative effects of education in building sustainable and just forms of tourism for the future. Originally trained as an environmental planner, Dianne has 20 years of practical experience working with communities, governments, tourism operators and interest groups. Her research interests include collaborative governance, tourism policy ecologies, tourism education and development.



Keynote 2: “Who are Responsible Tourists? Why Don’t we Know? Towards a Consumer-centred Focus for Research on Responsible Tourism.”

Scott McCabe

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Concern about the environment, climate change and resource protection is now embedded within a global media discourse on how to make the world more sustainable for future generations. Many consumers understand that their buying decisions and consumer lifestyles have implications of carbon emissions and in no other context should this be more apparent than in tourism. Tourism often involves high polluting activities (through the airline industry), has direct effects on fragile ecosystems as well as on cultures. Overcrowding and sustained growth in tourism demand will continue to exacerbate the problems associated with mass tourism. Indeed some commentators note that tourism’s contributions to carbon emissions will grow exponentially towards 2050. Therefore, why is there so little research exploring consumer perspectives on responsible tourism? Do tourists understand what responsibility means in travel, and do they care? What are tourists’ perspectives on responsible travel, their choices and values, attitudes and behaviours? We know very little about responsible tourists, despite a wealth of research on the motivations and barriers for participating in sustainable tourism. The paper presents a critique of consumer research on responsible tourism, and outlines an agenda for future research. Given the scale of the environmental challenges, and a recognition that tourists bear a share of the burden for making tourism more sustainable in the long term, this paper argues for the need for much greater research and insights on responsible consumption to inform more effective marketing decisions as well as policy for responsible tourism in the future.

Keywords: Consumer ethics, responsibility, consumer behaviour, sustainability

Scott joined University of Nottingham eight years ago as a Lecturer in Tourism Management/Marketing in the Christel de Haan Tourism and Travel Research Institute. Scott’s research is focused mainly on the qualities of tourist experience, consumer behaviour and tourist decision-making, destination marketing and communications. His work intersects the sociology and psychology of consumption. Since 2006 he has been working on a programme of research on the motivations, experiences and outcomes of holiday experiences for severely disadvantaged UK consumers. His research in association with the Family Holiday Association has helped to promote the idea of ‘social tourism’ in the UK, influencing policy and practice, raising awareness of issues and establishing a link between holidays and subjective wellbeing outcomes. Since 2011 Scott has worked in the Marketing Division of Nottingham University Business School, as Associate Professor, serving as Divisional Research Director in the run up to REF 2014. He is co-chair of the ‘Travel Cultures Network’ a cross-disciplinary research group at Nottingham, deputy-chair of the Tourism Marketing SIG of the Academy of Marketing, and Vice President of the International Sociological Association, Research Committee 50 on International Tourism. He is also currently head of the Marketing Division at NUBS and received his Professorship in 2015.



Keynote 3: Tourism's Responsible Behavior and Product Development in Smaller Communities and the Rural Countryside

Sævar Freyr Sigurðsson

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In this talk I will focus on small communities adapting themselves to tourism behaviour and product development from my perspective as a travel agent in Iceland. In smaller municipalities, communities and the rural countryside, any major construction is made to last at least one generation, or more. And such constructions are, in most cases, never done more than once every generation. However these often outlast their purpose prior to themselves. Through a set of few interrelated questions I would like to identify key points in responsible tourism operations:

How can tourism make use of all sorts of buildings, constructed locations and a variety of different operations, which in general most local people do not relate to tourism and in a way that it becomes a major factor in increasing responsible nature awareness?

How can tourism use man-made attractions with high tolerance for traffic as a major part of their itinerary but in such way that expectations from customers, mainly focused on perceived untouched nature, is completely fulfilled?

How can architecture and design of non-tourism related constructions have a major positive effect on tourism and the construction's sustainability?

How can a farmer become more sustainable by only smiling?

Keywords: Nature awareness, man-made attractions, adapting and sustainability,

Sævar Freyr Sigurðsson has over 20 years of experience in tourism, mainly as soft adventure tour operator with equal focus on nature, culture, coastline, countryside and highland. He is the founder and CEO of Saga Travel, established in 2009. Saga Travel is a leading operator and product developer in Icelandic tourism, especially in North Iceland, in the smaller and more rural communities.



Keynote 4: Place, Joy and Fragility: Notes on The Ethos of the Traveller

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How can tourism be conceptualised as a responsible activity? The question may give rise to reflections on how the tourist should behave, what rules and regulations she should be asked to observe, and more generally, how tourism should be organized in order to prevent it from having a negative impact on the environment. However, the question may also be approached from a more philosophical-anthropological perspective, calling on us to connect the ethos of the traveller with her potentials for deeper connections with the surrounding world, potentials of a connectedness that is prior to one's habitual life in a specific place, and that may be actualized in surroundings that are not one's own, far from one's home. Such a sense of place may be expressed in narratives and other artistic expressions that, far from being passive representations, might be conceptualised as acts of *creatively receiving the given*. Such acts of expression and artistic articulations may bring together the vulnerability of the place itself and the vulnerability of the place-experiencing traveller, emphasizing the connection between the joy and the fragility of our being, expressed in our sense of being here. In this creative responsiveness we may see one significant source of the responsibility of the traveller. These issues will be explored with reference to texts ranging from Wittgenstein's *Philosophical Investigations* and Hannah Arendt's *The Life of the Mind* to Tove Jansson's *The Summer Book* and Li Po's poetry.

Keywords: Ethics & narrative, responsibility & responsiveness, creativity & receptivity

*Anniken Greve, professor in Comparative Literature at the University of Tromsø The Arctic University, Norway, wrote her first doctorate in philosophy, on the concept of place. She has published a wide range of papers on various aspects of the interconnectedness between human beings and the physical world. Her second doctorate (in literature), presents and discusses critically a methodological system for the interpretation of literary texts, and revolves around questions central to the philosophy of science in the humanities. She is currently working on problems in narrative theory, and also on projects that involves a return to the concept of place, projects in which she seeks to make sense of Hannah Arendt's *The Life of the Mind*. Here, as in most of her writings, Ludwig Wittgenstein's later philosophy plays a pivotal role.*

VOLUNTEER TOURISM: PUSHING THE BOUNDARIES – I AND II (SESSIONS 1 AND 7)**Session I: Friday 2nd October 11:00-12:40****Location: Snæfell****Session II: Friday 2nd October 13:30-15:10****Location: Snæfell****Session organisers:****Angela M. Benson**

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Session description

The departure point of ‘volunteer tourism: A review’ (Wearing and Gard McGehee. 2013) is the starting point for this themed session although we seek to go beyond the suggested research themes (see Benson, 2011, Sin et. al., 2015) and work towards ‘pushing the boundaries’ of the current discourses in order to develop our understanding of the complex nature of volunteer tourism. As such, this session calls for papers that do not seek to replicate what has already been undertaken but engage in debates, both theoretical and empirically underpinned, which move the research agenda forward by critically questioning and unpacking volunteer tourism as a global social phenomena.

We seek papers that address the following themes:

1. Volunteer tourism and its relation to broader social theories which cut across disciplines;
2. Volunteer tourism on the ground: critical interpretations of mundane materialities in voluntoured destinations;
3. New ways of studying and understanding volunteer tourism;
4. Rethinking critical tourism studies with new perspectives evidenced by volunteer tourism
5. Contributions that seek the meta rather the micro

Key references:

Benson, A.M. (2011) Volunteer tourism: structuring the research agenda. In A.M. Benson, *Volunteer Tourism, Theory Framework to Practical Applications*. Oxon: Routledge.

Sin, H. L., Oakes, T., and Mostafanezhad, M. (forthcoming 2015) Traveling for a Cause: Critical Examinations of Volunteer Tourism and Social Justice (Editorial Introduction to Invited Special Issue), *Tourist Studies*.

Wearing, S., and Gard McGehee, N. (2013) Volunteer Tourism: A review. *Tourism Management*, 38: 120-130.

Sustainable development and sustainable livelihoods frameworks: Theory and practice in volunteer tourism in Achiote, Panama

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Theory and practice regarding various approaches to sustainability have experienced a great deal of evolution, debate, and development over the past few decades, particularly when applied to a tourism context. This paper examines to what capacity established frameworks of sustainable development help to inform sustainable livelihoods frameworks, and how these frameworks can be specifically applied to volunteer tourism. Sustainable development can be viewed as the parental paradigm to sustainable tourism as well as a sustainable livelihoods approach to development. A livelihoods approach is used in a tourism context in a few studies, but the link between tourism and sustainable livelihoods is not currently fully understood even though many people in developing countries depend on tourism for their livelihoods. Volunteer tourism is championed as a mechanism for sustainable development and a form of sustainable tourism, and although volunteer tourism ideologically and theoretically align with the core concepts of sustainable livelihoods, the connection between volunteer tourism and sustainable livelihoods is lacking theoretically and in practice. To make the link between sustainable development, sustainable livelihoods, and volunteer tourism, we present an adaptation of a sustainable livelihoods framework for theoretical and practical application in the growing and increasingly important volunteer tourism industry. Practical illustrations will be taken from a study of volunteer tourism to Achiote Panama in 2012 will be used to illustrate implications for a sustainable livelihoods approach.

Keywords: Sustainable development, sustainable livelihoods, volunteer tourism, frameworks

Authentic volunteer tourism? Exploring different epistemological perspectives and their influence on scholarly work

Steve Owen

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There has been a call within the academic literature for new theoretical approaches for understanding and analysing volunteer tourism. This reflects the dichotomy that despite a plethora of published work there is little agreement on the nature of this activity or its impacts. Drawing on an extensive review of the literature, this presentation critiques the epistemological and methodological foundations that have shaped scholarly work. Conceptually based, this presentation argues that the literature suffers from a general sense of ambiguity that is not conducive to the production of a consistent body of knowledge. Subsequently, it is proposed that greater insight can be obtained by re-visiting a contested notion within the literature, that of authenticity. It argues that different notions of authenticity, based on the different epistemological positions of objectivism, constructivism and existentialism have shaped scholarly work, although these are rarely explicitly acknowledged. By making these implicit assumptions explicit, it is asserted that new insights can be gained and a more consistent approach within the literature can be encouraged. Supporting the argument a new analytical framework is presented, which illustrates in a clear and concise manner, how authenticity may be judged and the factors that influence this. The framework, presented in the form of an 'eye diagram', can be seen as having two key functions: it illustrates the importance of different interpretations of authenticity to understanding volunteer tourism research; it identifies the host community as being under-researched and particularly what authentic volunteer tourism

Keywords: Volunteer tourism, authenticity, epistemology, conceptual, analytical framework

Volunteer tourists becoming “bugged” in to a festival

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This paper aim to identify the experiences the volunteer tourists creates together with the local people, through participating in two sport festivals. The research is conducted in the two sled dog races Finnmarksløpet, arranged in Finnmark, Norway and Iditarod, arranged in Alaska, USA. The experiences that are created by the volunteer tourists could be seen as “real”, because they are offered by “locals”, and also unique because they are co-created in situ (Richards, 2014). When a festival is “on” it is not everyday life for the locals, even if part of the activities are the same as in their everyday. At the same time the staging of the sport festivals, is the reason to why the volunteer tourists are able to connect and create experiences together with the locals. The experiences that are created rely on linking locals and the tourist’s together and facilitating active exchange (Richards, 2014). In these joint experiences, the tourist role could be transformed to guests, and in the end to friends, which easier could give recurrent high skilled volunteers - participating for years. Focus in the analysis is to make visible how these self-made tourism experiences are created together with the local people, what are the experiences and the volunteer tourist’s motives.

Keywords: Volunteer tourism, authenticity, epistemology, conceptual, analytical framework

WWOOFing -Responsible travel or yet another way of self-realization?

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Telemark University College
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An increasing number of travelers “want to make a difference” and develop themselves while exploring the world. This has become evident through the growing memberships of a diverse array of international volunteer organizations. If you don’t mind working while on holiday, you can now earn your way around the world by taking care of orphanage elephants in Asia, build schools in Africa or work on organic farms somewhere in Scandinavia. This article will look into the latter, exploring the incentives of the ever expanding networks of so called wwoofers, people working as volunteers on organic farms throughout the world. By using an organic farm situated in Sout-East Norway as a case study, this article will seek to understand what makes young people want to spend their leisure time digging, planting and painting at someone else’s farm? Who are they? What inspires and motivates them? Are they driven by a genuine interest in organic farming, ideological reasoning or is this yet another way of achieving self-realization. Using theories of collaborative consumption and self-determination theory the article will more over seek to place these people in the frame of the so called “sharing economy” which lately has caught the attention of many scholars, not the least since is also changing the very nature of the accommodation sector itself. Empirically the paper draws on semi-structured interviews with 22 wwoofers from 10 countries from 2014-2015.

Keywords: Volunteering tourism, WWOOF, organic farming, collaborative consumption, self-determination theory, sharing economy

Volunteer tourism organisations as liquid organisations: Pushing the boundaries of responsibility?

Jessica Taplin

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Volunteer tourism takes place within a variety of organisational contexts including different organisational types, profit statuses, operational arrangements and motivations for engaging with volunteer tourism (e.g. ATLAS/TRAM, 2008; Coghlan & Noakes, 2012). While criticisms have emerged that volunteer tourism is not as altruistic as it appears, most attention has been focused on market and operational aspects, and there has been little research exploring the nature of volunteer tourism organisations. Drawing from international research examining 80 volunteer tourism organisations and 31 interviews with volunteer tourism organisations (Taplin, 2014), this paper argues that volunteer tourism organisations display characteristics symbolic of the 'liquid organisations' metaphor (Clegg & Baumeler, 2010; Kociatekiewicz & Kostera, 2014). The study revealed characteristics including hybrid organisational types, ambiguous identities, flexible and dynamic structures, fluid missions and objectives, uncertain futures and loose partnership bonds (Taplin, Dredge & Scherrer, 2014; Taplin, 2014). Conceptualising volunteer tourism organisations as liquid organisations offers a new and unique way of understanding volunteer tourism organisations and their practices, and highlights new challenges for governing bodies and host communities in their attempts to maximise the benefits and minimise the negative consequences of this sector. Set within a critical studies context, this paper will discuss the implications of the increasing trend towards liquidity for the monitoring and evaluation of volunteer tourism programmes. Practical and ethical implications, including organisations' attitudes towards responsibility, are examined. Potential consequences for the future of volunteer tourism are highlighted

Keywords: Liquid organisations; monitoring and evaluation; volunteer tourism; responsible tourism

TEFL tourism: Moving volunteer tourism research from the broad to the specific

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Research into volunteer tourism has proliferated in recent years, yet the general stance remains largely generic, failing to address the individual needs of the many different forms of volunteering. This paper emphasises the need for a more specific approach to be taken when examining the volunteer tourism industry and introduces the concept of TEFL tourism: A segment often found within the volunteer tourism umbrella.

Teaching English as a Foreign Language (TEFL) is a huge industry worldwide, yet to date, there appears to be no measurement or academic reference to its size, scope or structure. Despite limited research addressing the teaching pedagogy of TEFL, there is no current reference to the participants, who they are, their motivations or their experiences. Having a thorough understanding of the TEFL experience is important to a number of key stakeholders, including the TEFL participants, the TEFL operators and those that may encounter reference to TEFL teaching in the future, for example schools or universities when reading an applicant's CV. There are currently a number of ambiguities within the TEFL industry, including the value of qualifications attained, the experience itself and the impacts on the TEFL teacher and the host population. This paper presents preliminary PhD research into this important issue, drawing upon secondary data along with preliminary data collected from blog content analysis.

Keywords: Tourism; teacher; English; TEFL; volunteer

'Opening arms in warm embrace to people that matter most': examining how relationships are being (re)negotiated in the volunteer tourist hotspot of Siem Reap, Cambodia

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Focusing on relationships and interactions, Pratt (1992) describes the 'contact zone' as a space of colonial encounters for peoples "previously separated by geographical and historic disjunctions" (p: 7). The popular volunteer tourist destination of Siem Reap in Cambodia appears a model of this space and concept where the trajectories of 'First and Third worlds'; privilege and disadvantage; beneficiary and benefactor; capable and vulnerable; the periphery and the metropolis, converge and mingle. Drawing on my research of volunteer tourism in the town, in this paper I first consider how contemporary vacation fantasies of good-will and benevolence (as embodied in the volunteer tourist experience) have, thus far, been sustained in the 'zone' through colonial continuities and the concept of 'anti-conquest' where "bourgeois subjects seek to secure their innocence in the same moment as they assert... hegemony" (Pratt, 1992, p: 7).

Now over a decade since the first volunteer tourists arrived in Siem Reap tourist/local relationships appear, however, to be in fluctuation. Whilst encounters between peoples geographically and historically separated remain undeniably complex, there are indications that some ways of doing volunteer tourism are being renegotiated as Cambodians take ownership of their problems and begin to develop their own solutions to them. By considering examples of these 'new' relationships I argue that: 1) thinking can at last move beyond the debate that views volunteer tourism as either 'unimpeachably good' or 'essentially bad' and, 2) old understandings of 'who matters most' in this vacation experience, can be significantly re-evaluated.

Keywords: Volunteer tourism; contemporary vacation fantasies; contact zone; renegotiating relationships

Distinguishing volunteering from tourism: data and case-studies from volunteers and volunteering projects

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Volunteering in developing countries should not be confused with tourism. The term 'Volunteer Tourism' is misleading.

Data and case-studies from volunteers and project partners associated with Projects Abroad, which sends 10,000 volunteers annually to developing countries, make clear the distinctions between volunteering and tourism.

In Project Abroad's Mission and Values statement, it says that the company's aim is to 'create a multi-national community with a passion to serve, to learn, to understand, to teach, to inspire and to be inspired'. It specifies that this will be achieved through ensuring that projects make a significant and desired contribution in the host-country, by creating opportunities for cultural exchange and developing a multi-national community based around volunteers. This is quite distinct from tourism – but is it borne out by the facts?

This paper looks at the facts. It identifies, using quantitative and qualitative methods, the distinctive characteristics of volunteering. Quantitative assessments are made of the financial contribution to various communities and they are used to assess how attitudes are changed through cultural exchange in the case of volunteers in Africa, South Asia, South East Asia and South America. A number of case-studies of volunteers and projects provide qualitative back-up. In sum, developmental and cultural variables show a clear distinction between volunteering and tourism.

Keywords: Volunteer AND tourism; case study; development; culture

Reflections on sustainable well-being within short-term volunteer tourism activities

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The purpose of this paper is to provide new insights on the latent paradox how a sustainable modus operandi can be achieved within short-term volunteer tourism activities. The author has reviewed articles through the eyes of Kwame Anthony Appiah's definition of two - occasionally conflicting - cosmopolitan strands, which both attempt to improve other's well-being: the moral responsibility to help others and the legitimization of people's differences. The dichotomy of these two strands disentangles how the reviewed articles especially find short-term volunteer tourism activities challenging, because the volunteer tourists should improve their legitimization of the host community's differences in order to have a sustainable modus operandi. However, it is concluded that a couple of suggested improvements are unbalanced and could potentially undermine the well-being of volunteer tourists and the host community. The article defines a meta-position towards the current literature on volunteer tourism. Furthermore, it opens up possibilities for cultural anthropological and development sociological research within the field of volunteer tourism, due to the overlapping development aid element. Firstly, this article goes back to the core aim of volunteer tourism: the well-being of both the volunteer tourists and the host community. Secondly, this article attempts to provide considerations and insights in order to create more sustainability in short-term volunteer tourism activities.

Keywords: volunteer tourism, cosmopolitanism, development aid, well-being, sustainability

WINTER ADVENTURES IN THE NORTH: PERFORMANCES AND RESPONSIBILITIES (SESSION 2)

Friday 2nd October 11:00-12:40

Location: Hekla I

Session organisers:

Bente Heimtun

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Gunnar Thór Jóhannesson

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Session description

Winter in the North offers various possibilities for tourism outdoor activities. Winter time seems to gain more popularity among increasing number of tourists looking for different kinds of experiences and adventures in the broad sense. This increase is related to reconceptualisations of winter and the Arctic which embrace more positive discourses of darkness and coldness, as well as its image as a space for extreme and adventurous activities. Winter tourism adventures, however, have yet to capture the full attention of tourism researchers. Adventure tourism has sometimes been conceptualised as soft and hard, but these concepts raise questions of what is hard and what is soft and for whom. Other conceptualisations underscore the relationality of the adventure pointing to how it involves a multitude of actors such as tour providers, tourists, tour operators and destination management organizations, and how these actors shape and are shaped by weather conditions, landscapes, technology and knowledge, as well as tourism discourses of the North. In order to understand and further develop winter adventures in the North, such as dog-sledging, heli-skiing, snow mobile tours, back country skiing, reindeer safaris and the hunt for Northern Lights, knowledge on how people experience, perform and perceive these adventures in multiple ways is central.

We invite both conceptual and empirical papers that deal critically with development and performance of winter adventures in the North.

The silence of nature in the fairy tale landscape of Arctic Norway

Lina Helene Mittelbach

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Norway

The winter tourist flow to Arctic Norway has increased immensely in recent years. The German market is important for the region in general, and also in terms of the increasing winter tourism. There is, however, a lack of research dealing with the way in which these new visitors actually perceive the Arctic Norwegian winter landscape. In this paper, I explore German holidaymakers' perceptions of this winter landscape. I investigate variations and nuances in the concepts of landscape these travellers have, taking into account gender, age, and rural versus urban origin of participants. The study involves 38 Germans interviewed on board the Coastal Steamer. Interviews focused on landscape perceptions, reasons for travel, feelings and moods, activities, cultural aspects and local particularities, as well as nature. The findings show that travellers see Arctic Norway as a Christmassy, fairy-tale landscape where people live in harmony with nature in extreme conditions. There is a continental perspective to the perceptions of nature and silence, which suggests that visitors come from an urbanised background. There is romanticising of a landscape that has brutal and extreme characteristics. Travellers are attracted to the pre-historic features and the authenticity of the landscape they find. There is an exoticising of the North, and perceptions of pre-modernity are even interpreted as heroic features of locality. The findings suggest that age has an influence on landscape perceptions, while gender is less important. Findings are linked to previous studies of landscape perceptions among German holidaymakers and studies of potential visitors to the North.

Keywords: Landscape, landscape perceptions, Arctic winter tourism, romanticising, exoticising

Splashing through the snow: Challenging polarized positions on debates on the use of snowmobiles

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Trine Kvidal-Røvik

UiT The Arctic University of Norway
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Outi Rantala

UiT The Arctic University of Norway /University of Lapland
Norway/Finland

During the last decades, the snowmobile has manifested itself as an important part of arctic outdoor life, as seen in Finnmark County, Norway and in Finnish Lapland. Part of this development is also the manifestation of the snowmobile as a significant part of arctic tourism development in the same areas. Public controversies have followed these practices of snowmobiling, in the form of polarized debates with limited room for nuanced positions and reflections.

This paper will explore the possibilities for bringing out more nuanced positions in the public debate on the use of snowmobiles in commercial as well as non-commercial outdoor life, which could be fruitful when discussing the role and position of motorized mobility in relation to nature-based experiences. The paper takes an auto-ethnographic perspective, and specifically addresses events and experiences within the three researchers' lives to illuminate wider cultural or subcultural aspects and processes. The researchers' different backgrounds and exposures to snowmobiles and snowmobile debates indicate that the snowmobile-debates can be seen to materialize cultural value-based tensions and struggles of particular importance to discuss for tourism industry actors in arctic contexts.

Based on auto-ethnographic reflections, in particular as related to snowmobiling, we will use this embodied knowledge to discuss and engage a wider scope of identity categories than has been available in the debates up till now. Furthermore, we will explore how snowmobile tourism works within a context of political, economic, technological and identity-related connections to nature and arctic outdoor life.

Keywords: snowmobiling, auto-ethnography, identity, arctic, tourism

Communicating paradox: Uncertainty and the Northern Lights

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Brent Lovelock

University of Otago
New Zealand

Nigel Morgan

University of Surrey
United Kingdom

In the last decade Northern Lights tourism has become a major component of winter adventures, despite the fact that it is a natural phenomenon and thus cannot be guaranteed. This paper explores the language of Northern Lights tourism, used by tour operators and Destination Management Organisations (DMO) in Tromsø (2004-2014) and Alta (2004-2013) and analyses how discourses of uncertainty are constructed in official sales brochures. The findings demonstrate how, whilst the DMOs are clear that the Lights cannot be guaranteed and explain the Northern Lights conditions, some tour operators are vague and some even promise sightings. In Alta, where the language of Northern Lights promotion is less sophisticated, the tour operators communicate the notion of uncertainty by referring to luck, possibilities, hopes and hunts, which was similar to way in which the early Tromsø tour operators promoted the phenomenon - highlighting the waiting, searching, exploration, watching and chasing involved in a tour. Here a shift occurred from 2009 when more Tromsø tour operators (in particular by road/at sea) began to include the guide's local knowledge and enthusiasm, the importance of darkness, clear skies, dry climate, view to the north and flexible tours. There was also an increased focus on promoting Northern Lights tours as a chase and a hunt. The findings suggest that, as the competition has increased amongst operators and the Northern Lights industry has become more professional, the marketing language of 'uncertainty' has become more sophisticated, with more promises of certainty. At the same time, this language is also marked by a high degree of copy cating.

Keywords: Northern Lights tourism, language of promotion, uncertainty, hunting

Enlightened experiences in winter darkness – Back-country skiing in the Arctic Alps of Norway

Per Kåre Jakobsen

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Norway

Winter tourism in the arctic nature is experiencing a noticeable growth. The tourism products being developed and offered are partly due to the advances of new technologies. Back-country skiing is an activity that may be characterized as technologized adventure. It takes place in remote mountain areas, quite well exemplifies and contributes to the empirical interest of current research topics. Haldrup and Larsen (2006:276) investigates how “tourist performances involve, and are made possible and pleasurable by, objects, machines and technologies”. Particularly (Beedie and Hudson 2003) points to the concept of how the multiple material elements constituting an urban frame has considerable and progressive influence on the development of mountaineering and mountain-based activities, and to an extensive degree has opened up these environments for increased accessibility to new participants in a commercialized context, i.e. guided tourist products. Moreover, the concepts of “technological bodies” and how technologies contribute to shape the tourists’ relationship with nature (Walsh and Tucker 2009, Parrinello 2001, Michael 2000) will be employed.

This study, to be carried out, will explore and pinpoint how the use of powerful headlamps has expanded the way skiers approach their playgrounds. This technology is making the nature environment accessible during the dark season (the polar night), which until recently was considered off-season for this type of skiing. Moreover, this development also enables skiing at nighttime, possibly combining ski-touring and the exploration of the northern light. The study will provide added perspectives and insights in how guides and participants of nature experiences are choreographed, shaped and interpreted, in a framework of the usage and dependency of artificial equipment.

Keywords: technologized performances in nature, materiality, embodiment, accessibility to nature, seasonality

Glacier cave tours in the Vatnajökull glacier: an emerging Icelandic winter adventure tourism niche

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Thorvardur Arnason

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Endo-glacial cavities of the outlet glaciers of the Vatnajökull icecap in Iceland have recently become very popular winter tourism attractions because of their uniqueness and extraordinary beauty through the combination of ice formations and light. However, glacier caves are highly dynamic, difficult to access and potentially extremely dangerous which makes visiting them only possible by means of guided tours with experienced guides. This study explores the development, performance and challenges of glacier cave tourism in Iceland in the context of winter adventure tourism. The study employed two rounds of in-depth face-to-face interviews with four local entrepreneurs specialized in glacier cave tours. The interviews were conducted during the spring of 2014 and 2015. The first guided glacier cave tours were provided by a single entrepreneur in 2003, but the supply of tours moved on apace when photo coverage of glacier caves were distributed on the Internet. Today, several small-scale local tour operators together with a few large scale tourism companies from Reykjavik guide, altogether, 100-150 visitors per day into a few accessible caves during the winter high season. Results indicate that the development and performance of glacier cave tourism in Iceland are significantly affected and challenged by the strong increase in demand for winter tourism in this part of Iceland in recent years as well as by climate induced impacts on the physical conditions of the glaciers, which force local tour companies to constantly modify their tour operations (e.g. route and duration), on a day-to-day basis according to factors such as accessibility, safety and exclusiveness.

Keywords: glacier caves, winter adventure tourism, climate change, Vatnajökull

TOURISM AND HOSPITALITY WORK(ERS): NEW CHALLENGES IN A GLOBALISED WORLD (SESSION 3)

Friday 2nd October 11:00-12:40

Location: Hekla II

Session organisers:

Maria Thulemark

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Susanna Heldt-Cassel

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Session description

The tourism and hospitality industry is labour intensive and often face seasonal variations which demands a high degree of labour market flexibility. Additionally, the structure of the labour market, with low entrance barriers and an ease of accumulating skills and knowledge, facilitates shifts and makes it possible to 'refuge' into tourism employment both on a geographical and labour market level. Work in the industry often includes a degree of employment insecurity. In many contexts, this is described as negative for the industry and unattractive for the individual. At the same time, studies of labour mobility within the industry indicates that the motives for changing jobs and moving between sub-sectors relates to job satisfaction and content of the work and is linked to lifestyle rather than rational considerations concerning formal qualifications and salary.

This session invites papers exploring the structure of, and workers relation to, tourism labour markets. Papers may address, but are not limited to, the following topics:

- Labour market and geographical mobility of tourism and hospitality workers
- Job satisfaction among tourism and hospitality workers
- New challenges for tourism enterprises in terms of labour recruitment
- Discussions of class, gender and racial inequalities in relation to tourism labour markets
- Enhancing of skills through education

Community formation and sense of place among seasonal tourism workers

Maria Thulemark

Dalarna University
Sweden

Seasonal tourism workers in the Swedish mountains can be conceptualized as members of occupational communities. For members of such a community the dual relationship between the job and other members are important. However, a place perspective might be fruitful, as place amenities are expected drivers of job acceptance in the studied area. By studying seasonal workers' relation to place, through the lens of their 'membership' of an occupational community, it is possible to capture both the individual sense of place and the group's shared sense of place. The former is highly important, as social relations among the workers are particularly significant. In this study the conceptual framework of occupational communities are modified to better suit temporary and mobile workers in amenity rich rural areas.

The overall aim of this paper is to investigate how seasonal tourism employees can be analyzed as an occupational community. Further, it studies the ways in which a particular tourism-related occupational community perceives and connects to its location, as well as the ways in which seasonal tourism workers perceive the role of place and community in their everyday lives and future plans. Hence, this article concludes that members of an occupational community have a dual attachment to place. This type of community could exist and move around without being affected by the geographical place but the place has affective possibilities influencing the workers. And in an isolated rural place the community has more space to grow stronger.

Keywords: Occupational community, sense of place, place attachment, mobility, tourism employment, rural Sweden

How do Nordic incoming tour operators manage their reputation?

Olga Gjerald

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Norway

The growing concern about the future of travel agents has prompted the need for stronger management of online as well as offline reputation in incoming tour operations. Although reputation management is well-recognized feature of corporate communication, our knowledge about reputation management in incoming tour operations is still limited. This study uses three independent data sources – webpages and social media, individual in-depth interviews with five major Nordic incoming tour operators, and secondary data – to examine how incoming tour operators to Nordic countries manage their reputation online and offline. All data are uploaded, analyzed and coded in NVivo 10. Two pre-defined coding categories were used to distill the themes concerning reputation management in the tourism value chain: upstream (towards providers) and downstream (towards agents and customers). One of the findings indicates that incoming tour operators face the same reputational challenge upstream as well as downstream, which is explaining the added value of their offer to the customers (outbound agents or local service providers).

Keywords: Organizational communication, reputation management, tour operators, tourism value chain

Labour mobility in the hospitality and tourism sector in Sweden

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The labour market in the hospitality and tourism industry show some distinct characteristics. Seasonal variations and sharp turns in the business cycle cause considerable shifts in the demand for labour, which in turn calls for a high degree of flexibility on the labour market. This is reflected in low barriers of entry, short term contracts, part time work, low income and a young labour force. As a consequence, labour mobility and turnover is also high in this sector.

In this paper longitudinal micro data is used to investigate the extent of labour mobility in different subsectors (hotels, restaurants, tourism and travel activities) and in different types of destinations in Sweden (medium sized cities, destinations based on industrial heritage, the traditional Siljan area in Dalarna, and ski resorts in Dalarna). Logistic regression is used to determine the effects of both individual characteristics and work life related factors, on the propensity of individuals to change workplace between 2008 and 2011.

In general, mobility is substantially higher in the tourism sector than other sectors, in particular in hotels and restaurants. Mobility is higher in larger cities, and in ski resorts. When controlling for a number of personal and work life related factors these differences still remains. The findings are discussed from the perspective of institutional and cultural differences between sectors and destinations.

Keywords: tourism and hospitality industry, job-to-job mobility, flexible labour markets, longitudinal micro data, logistic regression

Hospitality education: a pathway to career success?

Maria Gebbels

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A degree-level education is often considered as a platform for gaining knowledge and enhancing skills in preparation for future employment. It can also shape and mould one's career path. However, to secure employment in today's fast-changing and competitive hospitality environment, individuals feel almost obliged to obtain a minimum of a bachelor's degree.

This prevalent issue creates the rationale for this paper, given that historically training in the hospitality industry took place on the job, through thorough practical experience. Although this continues to happen now, the emphasis has shifted towards gaining a hospitality management degree, which equips students with both theoretical and operational knowledge. Recently, however, a shortage of staff has been forecasted in the hospitality industry in the United Kingdom, despite an increasing number of hospitality students graduating every year, posing a serious threat for the industry, known for high staff turnover. Although a hospitality degree does not guarantee job security or instant promotion, it does indicate career dedication and commitment.

This paper is drawn from PhD research, which aims to gain insights into why hospitality management graduates choose to leave their employment in the hospitality industry. This interdisciplinary research is based on a conceptual framework, which identifies and makes sense of the relationship between self-efficacy, career inheritance and career commitment.

The life history methodology employed facilitates an in-depth exploration of hospitality management graduates' unique life experiences. It also allows for an understanding of their academic and career decision-making processes, including reasons for leaving their employment in the hospitality industry.

Keywords: hospitality education, career paths, career commitment, life history

Education and careers in the Swedish tourism sector- How important is education for building a successful career?

Daniel Brandt

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Daniel Wikström

Örebro University
Sweden

The strong connection between education and wage levels has been well established in the literature. Many studies have used human capital theory for explaining wage levels. The basic idea is that investing in education improves the human capital of an individual. This will increase the productivity which is something that the employers are willing to pay a higher wage for.

The tourism sector, compared to many other sectors of the economy, is relying on a large number of low paid, low skilled and part-time jobs. This situation has led to a belief that education is not important for making a career in the tourism sector. However, previous studies have shown that education is very important for making a wage career in the sector. Some studies have even indicated that there is a strong diploma effect on wage in the tourism sector.

In this study we will investigate effect of education on income for people working in the tourism industry in Sweden. Our study contributes to knowledge in the field by estimating the effect of different types of formal education. The study uses register data from the MONA database, comprising of information on income and education of all individuals over 16 years of age, who have worked or lived in four regions in mid-Sweden between 1991 and 2011.

Keywords: Return on Education, Wage determinants, Careers in the tourism sector, Diploma effect

THE GEOGRAPHICAL IMAGINARIES OF CONSUMPTION (SESSION 4)

Friday 2nd October 11:00-12:40

Location: Katla I

Session organiser**Daniela Tommasini**

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The image is for the tourist the result of a complex mental elaboration, and the tourists' perception of space is a construction and a projection of desires.

The geographical context does not determine the touristic possibilities of a place: it is not the place itself that counts but its representation. In fact a natural place cannot on its own be the reason for tourism; one must recognize its "evocative power". To be a tourism attraction, a site has to be, in the eyes of the visitors, special and extraordinary.

The images accumulated before setting off function as a filter: the holiday becomes the recognition of landscapes already known through photos and advertisements. The image and the representation become real with the experience, with the appropriation of his own personal view and that of the camera. The image can acquire such symbolic strength that it becomes the major marker both for potential tourists and for the operators.

This session calls for papers that elaborate on how a destination image is built? How can the image of a place be used for representing this place, for marketing strategies and promotional material used by the tourist organisations? How is the image of a place influenced by the different perceptions of host and guests?

Storytelling in translation, storytelling as translation: Outsider's glance at the uniqueness of Iceland

Dorota Rancew-Sikora

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Poland

Tourism and travel are inspired by imaginations of places. These imaginations are produced in communication of local people, outsiders and different organizations, which transform scattered and diverse events into meaningful stories about them (storytelling perspective, Gabriel 2000, Boje 2008). Some of them are intentionally translated for visitors to make the destinations more understandable and attractive (Mossberg et al. 2010). My question is what meanings of Icelandic uniqueness are translated into Polish and how they are viewed from Polish perspective.

In my presentation 'translations' of places and stories about them will be meant both literally, as from Icelandic to Polish language, and in broader theoretical sense. Michel Callon explains the concept of translation as a process of establishing new networks of social-material relationships. In this sense translation can be effectively used to describe processes of communication in touristic contexts, because it is based on mutual defining of identities and interests of different, heterogeneous environments and creates possibility for their succeeding interaction. I would like to use storytelling approach to discover, what is the role of Icelandic narratives in shaping Polish imaginations and expectations toward Iceland?

Keywords: Tourism, storytelling, intercultural communication, translation studies, Iceland, Poland

Christmas tourism imaginaries: The case of Santa Claus Village in Finnish Lapland

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Portugal

José-Carlos Garcia-Rosell

University of Lapland
Finland

Christmas has become a global phenomenon with economic relevance (Miller 2001). Even in countries with no Christian traditions, Christmas remains an important socio-economic event (Hancock & Rehn, 2011). While there are several tourism studies on Christmas (e.g. Hall, 2008; Pretes; 2007), Christmas as tourism imaginaries has received few attention. As an imaginary Christmas has been produced and consumed in destinations around the world shaping tourism practices and fantasies (see Salazar, 2012).

Drawing on preliminary findings from an ethnographic research conducted in Santa Claus Village, this study aims to look into the process of constructing Christmas tourism imaginaries. Santa Claus Village, as an all-year-around Christmas attraction, offers an excellent opportunity for exploring the mechanism used to construct the images of Christmas and identify the visual elements used to characterize its representation. Santa Claus village has not only a long history but it also situated in the city of Rovaniemi which has been officially recognized by the EU as “The Official Hometown of Santa Claus”. The imaginaries of Christmas created in Santa Claus Village have contributed to building the image of Rovaniemi as tourism destination. As a result, the images and imaginaries of Christmas are vital for the success of both Santa Claus Village and the city.

Keywords: Tourism, Tourism Imaginaries, Christmas, Santa Claus Village, Finland

The challenge of proximity: the (un)attractiveness of near home tourism destinations

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Netherlands

According to Franklin and Crang (2001) '[t]ourism studies [have] often privileged the exotic and strange, reflecting anthropological legacies, to speak of dramatic contrasts between visitors and locals' (p.8). This is also reflected in current practices of destination branding, where nations, regions and cities strive for a competitive identity (Anholt, 2007). However, for tourism destinations within familiar environments or geographically proximate to 'home', overcoming such discourse is challenging: imaginaries of otherness are closely related to geographical distance and travelling far away from the everyday.

Yet, touristic places can be both familiar and unusual, both mundane and different (Díaz Soria & Llurdés Coit, 2013). In this vein, tourism and travel become increasingly separated and various opportunities emerge for finding otherness near home. Moreover, in a world where responsible tourism development might imply a moral shift to travelling locally, distance becomes a limitation and proximity a new commodity. A key question then pertains to the ways familiar, everyday environments can become places in which otherness is experienced and how destination images for 'proximity tourism' are constructed, communicated and endorsed.

Therefore, this paper examines destination images prevailing among residents of the Dutch province of Fryslân, about their own province. Obtained through an online panel survey, findings reveal various differences in terms of perceived relative (interregional and intraregional) attractiveness and reasons for (non) visitation, but also in tourism behavior and recommendation intentions. The results provide valuable input in the discussion about imaginaries of travel, distance and otherness and their impact on responsible tourism development.

Keywords: Proximity tourism, familiarity, destination image, competitive identity

Cultural differences among tourists' travel behavior with focus on their information search prior to their trip

Anna Sörensson

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Sweden

Maria Bogren

Mid Sweden University
Sweden

The aim was to compare tourists' travel behavior with focus on their information search prior to their trip. Tourists are no usual customers since to consume the product they want they need to leave their common surrounding which indicates the importance of information gaining for the customer. The decision-making and the consumption are separated in space and time and the consumer depends on information in order to make the right decision. Consequently the quality and availability of the information is essential. These characteristics of tourism products point out the importance of a successful information dissemination strategy. This is the research area for the study in which a questionnaire was handed to travelers from all over the world and 1200 were answered. The questionnaire focused on information search concerning four categories; destination, accommodation, activities and restaurants prior to their trip. Major findings (preliminary) are that internet plays an important role of how young people search for information, where common booking sites are popular as well as search engines, especially for women. Traditional ways like travel agencies are not popular to use. Tourists from Europe use booking sites where they look at other tourists rating. These ratings influence the tourists. Some European segments mainly use travel books as primary information source when they travel. Other cultures from Africa and Asia listen mostly on recommendations from family and friends since that feel very trustworthy. They do not use ratings on internet pages since they feel insecure since the people are unknown.

Keywords: cross-culture, tourism, travel behaviour, information search

Comparing destination images: A case study of salmon fishing tourism in Iceland and Norway

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Norway

Stian Stensland

Norwegian University of Life Sciences
Norway

Øystein Aas

Norwegian University of Life Sciences and Norwegian Institute for Nature Research (NINA)
Norway

Salmon angling was practiced in Norway and Iceland first in the mid-1800s by English gentlemen who sought to catch the great Atlantic salmon with fishing rods. Since then angling has become a recreation for the common public and is practised by tens of thousands of domestic and foreign anglers annually. There are many places where you can catch Atlantic salmon. In order to attract international anglers, destination marketing has to be aimed at the right focus groups. This can be done by analysing the image of the countries as angling destinations. This study is based on qualitative data collected by a survey of 6500 anglers fishing Norwegian rivers. Anglers were asked to write down the two first words/terms that came to their mind when they considered respectively Iceland and Norway as salmon angling destinations. Data were organized into topic and sub-categories in order to count the appearance of each feature of the image mentioned. By grouping and summarizing those, an image for the destination was constructed. The study shows that it is possible to evaluate the image of an angling destination with this methodology. The countries listed the same top five topics; Nature, price, the fish, the angling product and the management of the angling resources. These were ranked similarly for the two countries. Norway is most renowned for its nature and the fishing product, whereas Iceland as an angling destination is known for being expensive and its nature.

Keywords: angling tourist, image research, sport fishing, tourist destination image, quantitative image

PLANNING AND DEVELOPMENT OF RESILIENT DESTINATION COMMUNITIES (SESSION 5)**Friday 2nd October 11:00-12:40****Location: Esja I****Session organisers****Susanna Heldt-Cassel**

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shc@du.se**Christina Engström**

Dalarna University

Sweden

The development of tourism destinations in peripheral areas often implies stresses on the local community. Furthermore, many destinations have not been growing gradually or planned comprehensively, with the well-being of local inhabitants kept in focus, but the expansion has more or less been tied to cyclical real estate booms. The resulting social and environmental challenges have been difficult to deal with through regular municipal planning processes and a demand for new forms of governance including different collaborative planning practices has emerged in recent years.

The increased focus on the role of tourism for the development of peripheral areas together with the rapid growth of destinations has raised issues of governance and management strategies. This session invites papers that explore challenges and opportunities related to the planning of sustainable and/or resilient destination communities in peripheral areas with special focus on responsibility and social aspects:

- institutional settings and power structures at local/regional level that influences the evolution (possibilities of creating paths) towards resilient destination communities
- planning and governance practices including stakeholder collaboration and inclusion of local interests
- critical perspectives and case study examples of destination development related to the well-being of local residents and/or the involvement of minorities and marginalised groups

Social resilience in rural mass tourism destinations – is it possible?

Susanna Heldt Cassel

Dalarna University
Sweden

The development of tourism destinations with a strong focus on natural resources, such as downhill-skiing, often implies increasing stress on the local community. Importantly, many destinations have not grown gradually nor been planned comprehensively, with the well-being of local inhabitants kept in focus, but the expansion has more or less been tied to cyclical real estate booms which indicates a 'boosterism' approach to planning. The resulting social and environmental challenges have proven difficult to deal with through regular municipal planning processes in tourism areas and a demand for new forms of governance including different collaborative planning practices has emerged in recent years.

The aim of this paper is to discuss the challenges and opportunities related to the planning of resilient destinations in rural areas. The paper is taking examples from a winter sport destination in Sweden, Sälen, where strong business stakeholders have been controlling the development of tourism and where new large scale investments are under way. Social resilience is conceptualised here as the capacity of the local community to engage in institutional reforms, adapt to changes and remain viable and sustainable. Important stakeholders in this process are part form the tourism businesses and the municipality also local residents, temporary workers and visitors. The concept of social resilience in destination communities is discussed in relation to recent development initiatives were issues of power relations and the negotiation of different stakeholder interests are relevant.

Keywords: social resilience, rural mass tourism, destination development, planning

Attitudes towards tourism and well-being of local residents

Peter Björk

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Finland

Tourism planning on destination level is about coordinating resources for tourist experiences. It involves actor-networks of many types of which the local society is one. There is an abundance of tourism planning research focusing on professional actors and actor networks, leaving the non-professionals, local residents and different types of voluntary groups most unstudied although they might have decisive effects on tourist experience value. This study focuses on local residents and contributes to stakeholder theory by exploring effects well-being of local residents have on their attitude towards tourism. This is done in two steps. First, measures and scale items for the well-being concept are developed. This proved to be a challenge because the well-being concept is hard to distinguish from other related concepts such as happiness and satisfaction with life. Measures of attitudes towards tourism are more elaborated. Second, empirical data is collected and put to test. Data sampling is in process and the first preliminary findings will be presented at the conference. For tourism planning and sustainable tourism development, an extended view of actor-network participation is argued for. Tourism policy makers should rethink their focus and open up for community oriented destination development models. Within the framework of stakeholder theory local residents has much to offer, not at least when sustainability is an issue.

Keywords: Attitudes towards tourism, well-being, tourism development, tourism marketing, sustainable tourism development

Incorporating 'resilience' in the 'sustainable tourism' discourse: Illustrations from New Zealand's nature-based tourism sector

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Caroline Orchiston

University of Otago
New Zealand

James Higham

University of Otago
New Zealand

'Sustainability' has endured as an important concept for tourism scholars for over two decades. More recently, 'resilience' has generated appeal as a term that encompasses core aspects of sustainability, while acknowledging the considerable influences that environmental contexts (social, cultural, economic, ecological and physical) have on the capacity of communities to adapt to changing conditions and ultimately sustain their tourism enterprises.

Drawing upon recent empirical case studies of protected area tourism on the West Coast of New Zealand's South Island, this paper considers the evidence of resilience among tourism stakeholders facing multiple environmental and economic risks, and reflects on the implications for sustainability. Of particular interest are the social adaptations that stakeholders have made as a result of exposure to risk.

While resilience has been characterised as a survival attribute - future-oriented and integrative - there is no guarantee that the decisions communities make in the interests of maintaining the short to medium term economic viability of their tourism enterprises will lead to outcomes that are desirable, responsible or sustainable in the long term. Communities largely dependent on tourism, such as those on the West Coast, and in other New Zealand mountain regions, may exhibit strong elements of resilience, demonstrated by their past and current responses to risks and challenges facing business operations. The degree to which all adaptation behaviour can be considered 'sustainable' or 'responsible' is far less certain, however, confirming the value of both concepts as distinct, albeit overlapping, lenses through which the tourism system can be better understood.

Keywords: sustainability, resilience, protected area tourism, social adaptation

Implementing tourism-conservation enterprises: opportunities and governance challenges

René van der Duim

Wageningen University
Netherlands

Since the early 1990s, nature conservation organizations in Eastern and Southern Africa have increasingly attempted to integrate their objectives with those of international development organizations, the land-use objectives of local communities and the commercial objectives of tourism businesses, leading to diverse institutional arrangements for the protection of nature and wildlife outside state-protected areas. The African Wildlife Foundation, an international nature conservation organisation, has contributed to this trend of market-based institutional arrangements by developing the tourism-conservation enterprise (TCE) model. However, the implementation of TCEs highly depends on the context in which they are established. In this presentation I discuss our analysis of the implementation of three TCEs in Kenya, which were established in close cooperation with Maasai communities. Based on a content analysis of data from individual semi-structured interviews and focus group interviews, site visits, as well as document and literature review, I will demonstrate the commonalities and differences in the institutional arrangements and the performance of the three lodges at the local level in terms of contributions to biodiversity conservation and community livelihoods. I will also identify a range of longer term governance challenges, such as the need to address local political struggles, the relations between partners, and transparency and accountability in the arrangement and conclude that TCEs have mixed contributions to conservation and the well-being of local communities.

Keywords: tourism-conservation enterprises, African Wildlife Foundation, Kenya, governance

Meaningful places, spatial mobility & motility: Study of second homeowner local community engagement in Saare County, Estonia

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Free time residency is growing in importance in Northern Europe, especially in rural areas close to protected areas, providing recreational opportunities and solitude. Second home tourism is seen as a means to maintain the vitality of the countryside when traditional means of livelihoods are decreasing and peripheral regions struggle with outward migration. An onsite survey of second homeowners' willingness to engage in local development in Saare County, Estonia was conducted in summer 2011. Results from the 231 respondents include visitation patterns, perceived sense of place, willingness and current participation in local municipalities, importance ratings and satisfaction with local services, and expressed concerns related to local development. Uncontrolled development was viewed as the greatest threat to perceived sense of place along with the decline of rural lifestyle and changing landscapes. Public transportation, basic medical services, Internet connections, availability of local agricultural products were considered important for the revitalization of the countryside and personal well-being. Nature conservation activities and engagement on village level was expressed of greatest interest, yet the majority of second homeowners were not involved in local initiatives. The reasons include reported lack of information and the perception that local governments are not interested in their involvement in a manner expected. The predictive power of visitation patterns, sense of place, importance-performance ratings of local services, evaluation of local environmental attributes and expressed concerns related to development on willingness to and current participation in local municipalities is discussed.

Keywords: second home tourism, sense of place, local development, stakeholder' engagement

EXPLORING MOTIVES AND ACTIVITIES (SESSION 6)

Friday 2nd October 11:00-12:40

Location: Esja II

Session organiser

Edward H. Huijbens

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This session was created from papers submitted as "other" to the Symposium website. They were chosen by the symposium conveners based on apparent similarity, however there might be considerable variability in the papers' topic, theme and approach. In light of this careful time management will be adhered to so as to insure that you will be able to visit individual papers.

Exploring the university SAVE market

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Appalachian State University
United States of America

Jason Swanson

University of Kentucky
United States of America

Aaron Yankholmes

Institute for Tourism Studies
China

The Scientific, Academic, Volunteer and Educational (SAVE) market is a viable market for burgeoning and rural destinations. Many individuals and groups of tourists engaging in scientific research, study abroad courses, volunteerism and intensive educational tours are willing to forego the amenities of an established destination to gain a more authentic, intimate, and connective travel experience. These markets are often grouped together as “seed” markets who visit remote or rural areas prior to the arrival of mass tourism markets.

Results of a survey conducted at a major U.S. university will be shared. Data will be contrasted across disciplines and units. Topics explored include motivations for destination choice, as well as SAVE activities, travel behaviors, and impacts to the destination. It is from these data that we can interpret whether SAVE tourism is indeed a responsible, principle-based form of tourism or if it, like other niche markets, is still evolving toward becoming a sustainable and responsible form of travel.

Results address the conference themes of Community tourism, Local-global power dynamics, and Politics of tourism development, and will help communities to 1) understand impacts that SAVE travelers may have on their areas and 2) promote their destinations to attract a potentially untapped market.

Keywords: SAVE tourism, United States, survey, motivation, niche market

How will feedback valence and feedback style affect tourists' outcome evaluation?

May Irene Furenes

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Norway

The aim of this study is to analyze the effect of face-to-face feedback from service providers on tourists' outcome evaluation in a self-production context. Tourists engage in self-production when they play an active role in the creation of the outcome product (Troye & Supphellen, 2012). Earlier studies has found that tourists' interaction with service providers have an important impact on perceived satisfaction (Ap & Wong, 2001; Bowie & Chang, 2005) and loyalty (Homburg, Müller, & Klarmann, 2011).

Face-to-face feedback from service providers is in general interesting because it involves different feedback valences and feedback styles. According to (Kluger & DeNisi, 1996) feedback can be described as information regarding some aspects of one's task performance. Previous studies in self-production has found that written feedback had an influence on perceived satisfaction with the outcome (Franke, Keinz, & Schreier, 2008; Hildebrand, Häubl, Herrmann, & Landwehr, 2013). However, few studies have explored the effect of different levels of feedback valence and different feedback styles on outcome evaluation in a face-to-face context. It is expected that feedback style will moderate the effect of feedback valence on outcome evaluation. Furthermore, we expect that ego-involvement, performance goal orientation and trust will influence the effect on outcome evaluation.

In order to test the effect of face-to-face feedback valence and feedback style on outcome evaluation we plan to conduct a student experiment in May 2015. A 2 levels of feedback valence (Very good vs good) X 2 feedback styles (controlling vs informational) between subjects factorial design will be employed. We will also include a control group with no feedback.

Keywords: feedback valence, tourist evaluation, service interaction, satisfaction, evaluation

Tourist motives and activities as drivers of tourist satisfaction – among men and women**Carl H. Marcussen**Centre for Regional and Tourism Research
Denmark

This paper explores which motives and activities significantly impact overall holiday satisfaction, positively or negatively. The study will be based on one or more of the national tourist surveys undertaken by VisitDenmark every 3 or 4 years. Emphasis will be on the data set for one of the years such as 2011, but brief comparisons may be made with the survey data sets of one other year to see if results are stable over time or if certain aspects of the results change over time. – There are two sets of related questions, one asking about motives, another asking about activities undertaken. Each set contain about 20 items or questions. Additional supplementary or background data includes variables such as type of accommodation, domestic vs. international tourists, first-time vs. repeat visitors, gender and more. – Preliminary results – based on step-wise multiple regression analyses - show that men and women (male and female respondents from travel parties often including both men and women) agree that "excursions in nature" lead to greater overall satisfaction with the holiday. Although men and women agree that "good accommodations" adds to overall holiday satisfaction, this is a lower priority for men than for women. Although children may love "leisure/amusement parks", both adult men and adult women dislike them. The presence of "personal safety" as a motive contributes significantly to the overall holiday satisfaction for women, whereas this is not an issue for men. – Whereas "price level" was not an issue in 2008 (before the financial crisis), this had become a significant determinant for overall holiday satisfaction by 2011.

Keywords: VisitDenmark, survey, satisfaction, gender

Tourism economic impact of a horse race venue: The case of Harness racing at DalaTravet Rättvik, Sweden

Tobias Heldt

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Sweden

Harness racing events in Sweden attracts in between 5 000 to 10 000 visitors each weekend during summertime with the Solvalla International "Elitlopp" in Stockholm as the biggest event with 50 000 visitor over two days.

For smaller regional harness racing venues the industry and its events is quite often used as part of destination marketing. However there are no previous examples of the overall significance of the industry at regional levels and specifically the tourism economic impact of the industry at regional level.

The purpose of this study is to estimate the tourism economic impact of harness racing at regional levels using the case of DalaTravet (DT) Rättvik, in Sweden as a case. The study uses register based data as well as data from a questionnaire study conducted at six of the DT Rättvik events during summer season 2014. In total a sample of 444 respondents are used in the analysis.

The results of the study indicates that the turnover related to the harness racing industry at the regional level amounts to approximately 31.1 Million SEK of which 11.1 MSEK is counted as tourism economic impact.

This paper contributes to the literature on tourism impact analysis of specific events in smaller regional areas. The results of the study may be of use for tourism and regional planners in regions with a harness racing venue.

Keywords: horse research, economic impact analysis, survey data

Restaurant and bar workers in the hospitality industry: tips, working conditions & precarity

Judith Haiven

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Food is a major component of tourism. Whether at high end restaurants, cafeterias or fast food outlets, tourists buy many meals, drinks and snacks. Usually the food is prepared in commercial kitchens and served at restaurants and bars. When the food is served, who serves it, under what conditions and for what pay? Human resource managers, considered a necessary arm of management in most public and private businesses, are rare in bars and restaurants in Canada. Size plays a role as most restaurants and bars that cater to tourists tend to have a small group of core workers, and a larger group of part time or seasonal workers. Because of the casual nature of many serving jobs, few hospitality sector employers bother to hire human resource managers. But what are the wages, the working conditions, the hours, of wait staff and bartenders? In a study of tipping in the hospitality industry in Halifax, Nova Scotia, this researcher found various forms of exploitation, sexual and personal harassment, low wages plus job insecurity were rife in food and drink businesses. Some employers did not adhere to basic labour standards laws. This paper will examine the absence of HR 'best' practices in the hospitality industry and its effect on employees in a province in which tourism is one of the key areas of employment.

Keywords: Culinary tourism , hospitality workers, Nova Scotia, restaurants, human resources

Factors that influence the experience of Chinese visitors to a tiny Dutch destination

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In the northern part of the Netherlands lies the small village Giethoorn. Giethoorn has 2,620 inhabitants and is situated in the heart of a nature reserve that mainly consists of wetlands. With its large collection of rustic farmhouses surrounded by canals Giethoorn has long been a tourist destination for Dutch and later German visitors. The past ten years there has been a remarkable growth of visitors from China. In China Giethoorn is known as “little Holland” and Chinese now form the third largest visitor group.

The present study focuses on the perceptions of Chinese visitors to Giethoorn. Their experiences will be influenced by the perceived level of authenticity (Ooi & Stöber, 2008), the facilities offered at the destination and the souvenirs that may be obtained (Mossberg, 2007; Uysal, Perdue & Sirgy, 2012), and the food. Quan and Wang (2004) argued that food should be considered as an experimental factor which can “either peak the experience or support consumer experience”.

The research is conducted in Chinese and uses a combination of interviews, observations and questionnaires. The results should be beneficial for the village so they may improve the total offering for the Chinese visitors and create an even more memorable impression.

Keywords: Chinese visitors, memorable experience, authenticity, place branding

ADVENTURE TOURISM AND RESPONSIBLE TOURISM: A PARADOX? (SESSION 8)

Friday 2nd October 13:30-15:10

Location: Hekla I

Session organisers**Harald Dolles**Molde University College
Norwayharald.dolles@HiMolde.no**Mark R. Dibben**University of Tasmania
Australia**Nigel Halpern**Molde University College
Norway**Anne Hardy**University of Tasmania
Australia**Philippa M. Lynch**Norwegian School of Sport Sciences
Norway**Reidar J. Mykletun**University of Stavanger
Norway**Geir Otterhals**Molde University College
Norway

The principal attraction of adventure tourism is outdoor activity that relies on unique features of the terrain and deliberate engagement with seeking of risk, danger and uncertainty by participants or the thrill to closely watch the spectacle from a visitors perspective. Typical adventure activities include e.g. down-hill mountain biking, white-water kayaking, rafting, base jumping and, arguably, motor racing like rally events or the TT races on the Isle of Man. Both viewing and participating in adventure sports are increasing in numbers. This might be explained by the adventure imagery used in advertising adventure tourism which is frequently marketed as a purchasable short-term holiday experience much more than a gradually acquired lifetime skill. This lowers the entry barrier to adventure sports activities but raises the question of how (adventure) tourism can be enacted as a responsible and safe activity by its organizers, participants and spectators.

To provide one example, the TT motorcycle races are held on a 60.735 km track on public roads, with more than 200 recorded rider fatalities in the event's history. Every year on 'Mad Sunday' the racetrack is opened up to all motorcyclists so they can try out the same tarmac as the race riders; the result is dozens of accidents. Recently the Isle of Man was called 'Death Island' and the racing was labelled madness, yet participating and spectating are also reported to be about camaraderie, family and community experiences, as thousands of people share picnics and dangle their legs over the hedgerows or garden walls to watch the spectacle.

Seemingly there are multiple objectives associated with adventure tourism, its activities and events such as a focus on celebration, sport, competition, risk, danger, safety, business, entertainment or excitement and these elements provide unique opportunities and challenges for researchers to be addressed in research and during the session at the 24th Nordic Symposium in Tourism and Hospitality Research.

ON THE BEATEN TRACK: How does “capsule-adventure” differ from “real” hiking adventure?

Seija Tuulentie

Natural Resources Institute Finland
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Outi Rantala

UiT – the Arctic University of Norway
Norway

The ideal figure of a hiker in Finnish Lapland is a Jack-London-type lonely wolf surviving easily in wilderness. In reality, however, there is an emerging market of “capsule-adventure” holidays (Varley & Semple, 2015) offering convenient, risk assessed and quality assured hiking experiences for people with little experience on wilderness. Since the busy city-dwellers are seen to be accustomed in their everyday life to walk the paved urban streets and to participate in easily accessed holidays, the commercial hiking holidays are described in the terms of easiness of reaching beautiful scenery, convenience, and no-need-for-previous-experience. Besides the busy international city-dwellers who seem to be the primary market of these holidays, elderly people find the commercial hiking holidays highly attractive. In our paper, we compare the narratives of the aging tourists of their hiking holidays with those of the “real” adventurous hikers. A narrative is more than a statement, it means that event is reportable and that it does not happen every day, as a product of every-day activities. Thus, we compare the strength of the experiences by analyzing the narrative structures. We use Labov & Waletzky’s elaboration of narratives beginning with an abstract, and continuing with orientation, an evaluation section embedded in the complicating action, a resolution and a coda (see e.g. Labov 2006) is used in the analysis of the experiences. In line with the marketing of “capsule-adventure”, the hiking narratives in the internet, used as a data here, in general talk about the accessibility of the route, the convenience of the hike, the equipment, and the quality of the views. However, when reading the narratives more closely, it is the slow movement and the embeddedness in the landscape that matters in the end – not the convenience of the trip. Thus, in our research in progress, we ask, what does the perspective on embodied rhythm of hiking mean in relation to the growing market of senior tourists and is that experience different from the “real” adventurous hikes?

Keywords: hiking, aging tourists, adventure tourism, Finnish Lapland

“100 percent (sustainable) fun”: A case study of benefits from cold water surfing in Norway

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Molde University College
Norway

Norway is becoming a progressively popular cold-water surf destination. The long Norwegian coastline is attracting an increasing number of surfers who surf year round in extreme weather conditions. The aim of this research is to identify the benefits acquired by Norwegian surfers surfing in cold water along the Jæren coast, south the city of Stavanger in Norway. This research adopted a phenomenological approach and qualitative research techniques were implemented. The applied qualitative methods were semi-structured in-depth individual interviews and group interviews with thirteen veteran surfers, observations, and secondary data material, which consisted of written material from online surfing blogs and audio and video material. The interpretation and analysis of qualitative materials showed that participants gain a wide range of benefits by surfing actively year round. Surfers reported advanced skills development and experiencing feelings of freedom, playfulness, inclusion and strong social cohesion with other members in the surfing subculture, a deep connection to nature, physical and mental health benefits, and an overall enhanced quality of life.

Keywords: Surfing, benefits, lifestyle sports, extreme sports, serious leisure, Jæren, Norway

Life on the edge: Adventure tourism, neo-tribes and motorcycle racing at the Isle of Man

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Anne Hardy

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Australia

The principal attraction of adventure tourism is outdoor activity that relies on unique features of the terrain and deliberate engagement with seeking of risk, danger and uncertainty by participants or the thrill to closely watch the spectacle from a visitors perspective. The Tourist Trophy (TT) and Grand Prix (GP) motorcycle races at the Isle of Man provide a suitable case for investigating a specific event, its participants, the facilitators as well as the spectators by using the theoretical frameworks of neo-tribes (Hardy, Gretzel & Hanson, 2013), serious leisure (Harrington, Cuskelly & Auld, 2000) and motorsport culture (Dibben & Dolles, 2013).

The TT event is held annually during spring since 1907 and is claimed to be the most prestigious motorcycle race in the world. The GP event is more attractive to serious motorcycle racing enthusiasts and takes place during late summer since 1923. The TT and GP motorcycle races are held on a 60.735 km track on public roads, with more than 200 recorded rider fatalities in the events' histories. Until recently the Isle of Man was called 'Death Island' and the racing was labelled madness, yet participating and spectating are also reported to be about camaraderie, family and community experiences, as thousands of people share picnics and dangle their legs over the hedgerows or garden walls to watch the spectacle. Both races provide a huge impact on tourism to the island, the Isle of Man Government Treasury survey revealed that almost 40,000 visitors attended the 2013 TT Races. The race has further about 200 competitive entries bringing along 500 supporting staff and family members. The event is only taking place because of the volunteering efforts of about 600 marshals as well as more than 600 volunteers for catering and other services, thus enhancing the economic contribution by the race.

The research will be based upon qualitative interviews with participants and facilitators of the Manx GP races during August 2015. When watching the races as spectators, we will also implement the method of participant observation to connect ourselves as academic researchers to the topic of study in a manner that allows an otherwise unavailable rich engagement with the event and provides insight into the nature of neo-tribalism, serious leisure and motorsport culture by exploring the value of the event on a human level, and thus as a lived experience.

Keywords: adventure tourism, motorsport, consumer culture, neo-tribes, serious leisure, Isle of Man, Manx TT, Manx GP

The birth and development of a sustainable adventure tourism destination: The case of Voss (Norway)

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Molde University College

Norway

Aim: This paper presents research on the onset and development of Voss (Norway) as a destination for adventure tourism and extreme sports. To what extent can Voss fulfil its own claim (Strategi for reiselivet på Voss, p.3) of being a destination for strong adventures and extreme sports? Which extreme sports and adventurous tourism activities are available, and how did they develop?

Method: Data were gathered by 11 interviews. Webpages of the destination company, the municipality, and sports organisations were examined, as were articles of the local newspaper. Several years of the author's observation and research on extreme sports in Voss constituted background insights.

Findings and conclusion: Voss has many options for adventure tourism and extreme sports along with adequate infrastructures. Only two large providers were commercial firms. The majority of organised or semi-organised activities were offered by sport clubs, which also offered a social environment, information, training, and organised official competitions. Volunteering had been essential in the development, and the return of investments contributed to the growth of the human, social and cultural capitals more than to the economic capital. Many options were available for self-organised adventures. Only adventurous skiing originated from local competences and constituted the onset of the destination as a place for adventure tourism and extreme sports. The remaining sports were introduced by newcomers, migrant workers, and influx from other destinations. The festival Ekstremsportveko has been the icon of this extreme and adventure activities. The claim of being an adventure tourism and extreme sport destination is justified.

Keywords: adventure tourism, extreme sports, destination development, Voss

PROACTIVE MANAGEMENT OF RESPONSIBLE TOURISM IN THE NORTH (SESSION 9)Friday 2nd October 13:30-15:10

Location: Hekla II

Session organisers**Edward H. Huijbens**

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North Sailing

Iceland

Nature based tourism sustains many firms in the Nordic countries, especially in their periphery. Yet gaining access to and experiencing nature in remote places entails a host of management challenges and issues. Overexploitation of limited resources is one where many small firms offering different types of services jostle for the same popular site, creating challenges of land-use and zoning. Can motor-boats be accommodated alongside schooners doing whale watching? Can cross-country racers use the same footpaths as hikers? Another issue is in environmentally sound operations. It is becoming increasingly clear that the use of hydrocarbons cannot be sustained if a dramatic climate change is to be avoided. How can nature based tourism be accommodated in environmentally sound ways in terms of climate change and site specific issues such as land degradation, pollution and waste? Relatedly, how can the proactive stance of firms in the Nordic countries towards these issues be framed in terms of marketing and promotion?

This session thus invites papers focusing on proactive management responses to the environmental challenges of tourism operations in the Nordic context. Papers can, for example, deal with;

- Marine tourism management issues and challenges
- Wildlife reaction to tourism encroachment
- Codes of conduct for wildlife tourism
- Land use planning for nature based tourism
- Zoning tourism activities
- Sensory impacts of different types of tourism management
- Attuning to wilderness or wildlife experiences
- Conveying responsible practices through marketing
- Managing and developing environmentally sound tourism arctic infrastructure
- Carbon-neutral tourism, practices and contradictions

Public perceptions of bark beetle disturbance: Implications for human dimensions of natural resources, recreation and tourism

Stuart Cottrell

Colorado State University
United States of America

Bark beetle outbreaks have been identified as one of the top threats to forests in the U.S. and internationally. Whether native or introduced, forest insect outbreaks can have damaging effects on tree mortality and forest health, and their impacts are predicted to spread and intensify under current climate change scenarios for the first half of the 21st century. Perceived effects of beetle disturbances such as Mountain Pine Beetle (MPB) are in the eye of the beholder with bark beetle disturbance as an inevitable social-ecological reality. In this presentation I propose that throughout the western United States and Europe, interactions between people and natural disturbances, specifically bark beetle outbreak are increasing and inevitable. As climate changes, disturbance events occur more frequently, and concurrently, people have increasingly chosen to live in, recreate and explore natural landscapes where bark beetle outbreaks occur. Thus, it's difficult to understand the ecological aspects without examining the social. The ways in which people perceive and respond to disturbance and the associated myths influence how we manage subsequent disturbance and the visitor experience and the extent to which disturbance is allowed to play its integral ecological role. As a National Science Foundation funded research collaborative to examine public perceptions of bark beetle infestation effects on water quality and resource management in the Rocky Mountain West, a communication gap exists across scientists, land use managers, policymakers, and the public. Implications of these findings for the human dimensions of natural resources, recreation and tourism will be discussed.

Keywords: Bark beetle, mountain pine beetle, United States, ecology, climate change

Polar guide ethics and codes of conduct among staff and students

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Sweden

Patrick Maher

Cape Breton University
Canada

Tourism is growing and diversifying in both of the world's Polar Regions. Unlike most other tourism destinations, the Polar Regions are remote, environmentally vulnerable and extreme regarding climate. These characteristics pose particular safety risks, risk of environmental damage, and risk of disturbance for both wildlife and other human activities in these areas. This leaves sustainable practice and management of tourism in the Polar Regions largely in the hands of the guides that accompany visiting groups of tourists. Awareness of tourism impact in these environments has resulted in regulatory organisations such as the Association of Arctic Expedition Cruise Operators, AECO as well as a variety of Codes of Conduct. We, however, still lack scientific knowledge about guide-tourist-environmental interactions and its dependence on the education, values and ethics of the guides.

The aim of this study is to address the ethics, attitudes and practice of polar guides in relation to management of guest experience and behaviour. A pilot study was conducted in collaboration with AECO on their Expedition leader conference on Svalbard 2008. A questionnaire addressing the guides background and education, certification, professional experience, personal views, ethics and values was given to AECO polar guides. The same questionnaire was later also given to a group of Antarctica cruise ship guides as well as students at the Arctic Nature Guide program on Svalbard and Nature guide program in Kiruna. This paper will present results from this survey.

Keywords: polar tourism, AECO, Svalbard, ethics, guiding

Values, concern, innovation and practice: How can certification type drive innovation focus and dedication?

Dorthe Eide

University of Nordland
Norway

Hin Hoarau-Heemstra

University of Nordland
Norway

So far environmental/sustainability certifications have been studied from different angles (e.g. Font, 2001; Font & Harris, 2004; Black & Crabtree, 2007; Haaland & Aas, 2010; Storm, 2011), we contribute by focusing on the intertwinedness of values, concern, innovation and practice.

In a study of certifications in three countries (Scotland, New Zealand and Iceland) we observed that informants with environmental/sustainability certifications seemed more dedicated (showed in innovations and in-use practice) than informants certified by quality systems did. In this paper, we explore how and why it can be so. The paper primarily builds on semi-structured interviews with 22 informants representing 21 nature based tourism firms. We analyze data in three steps: First, with-in three groups of firms: 1) the environmental/sustainability certified; 2) the quality certified, and 3) the mixed certified. Subsequently we analyze data across these groups. Finally, we look deeper into the mixed group in regard of which certification came first, and which one has the strongest impact.

We found a stronger correspondence between firm's innovations and the certification focus when having an environmental certification. Based on their sensemaking, the main reason seems to be that values and concern of the actors (individual and firm levels) are more overlapping with the focus of such certifications. The overlap creates a stronger dedication and drive toward proactive innovation and maintenance in accordance with the focus of the certification. However, one can always question what comes first, values or certifications? It seems not an either or, learning is central to.

Keywords: certification, sustainability, nature-based tourism, Scotland, New Zealand, Iceland

Skiers versus snowmobilers: a loud conflict? A study of noise in the mountain region of Jämtland, Sweden

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By Swedish authorities, noise is perceived as a management issue of growing importance. For example, the Swedish EPA has declared that the level of unwanted sounds is increasing while areas with natural sounds of quality are diminishing. This concerns several stakeholders (e.g. visitors) within outdoor recreation, who perceive the minimizing of noise of particular value. However, whether the visitors actually are experiencing noise, if they experience noise as a conflict, and what management tools are used to handle potential conflicts, remain to be examined more closely.

In the present study, noise and natural quiet in the mountain region of Jämtland, Sweden are examined from a visitor perspective. Skiers and snowmobilers have been identified as two stakeholder groups of particular interest. Based upon a web-based questionnaire in spring 2015, their attitudes and experiences of noise, conflicts and activities are examined. Are there any conflicts between these two groups? What are their attitudes to handle noise conflicts? How do they experience and define natural quiet? The results may also be compared with an earlier study in southern Jämtland (Lindberg et al., 2001). To get a planning and management perspective, semi-structured qualitative interviews with various authorities in Jämtland are to be executed in spring and fall 2015. This study is part of a project in the research programme *A magnificent mountain landscape for future generations* financed by the Swedish EPA.

Keywords: Sweden, outdoor recreation, skiing, survey, noise

Adrift in the sand: Balancing ecological integrity and visitor experience on Sable Island

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Canada

Expedition cruise ships visit many remote regions of the world. They are interested in “finding new unspoilt, previously unvisited locations with a strong natural or cultural appeal” (Ellis & Kriwoken, 2006), and Sable Island certainly fits the bill.

It was reported that Sable Island National Park Reserve would welcome cruise visitors in the summer of 2014 (see CBC, 2013). This was a first for such scheduled, commercial scale visitation. As such this exploratory research project was set up to collect data from the inaugural baseline season with hopes that it will assist in designing and implementing appropriate management strategies in the future. As one of Canada’s newest national parks, is it responsible to begin expedition cruise visits to this remote scientific outpost in the North Atlantic?

Data was collected from two voyages to the island in 2014. The project used a pre-and-post survey method on board the cruises asking questions that the tourists themselves were the knowledge holders of (i.e. opinions and personal thoughts). Without a permanent population on Sable Island this data was collected to provide insights into both expectations and initial reflections of the experience from that a general public. Contextual inputs, such as landing sites, weather patterns, impacts to wildlife, etc. were gained from the tour operator and Parks Canada.

Results of the study should prove useful in the tense dilemma between the preservation of ecological integrity versus visitor experience (two of the mandates of Parks Canada). Conclusions will be made with respect to Nordic contexts as the expedition cruises to Sable Island are operated in the same manner as those to Svalbard, Greenland and other peripheral destinations.

Keywords: Sable island, cruise tourism, survey, national parks, management

WHOSE RESPONSIBILITY? (SESSION 10)

Friday 2nd October 13:30-15:10

Location: Katla I

Session organiser

Harold Goodwin

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Responsible Tourism is differentiated from the concept of sustainable tourism by its focus on agency and by the transparent reporting of the contribution of initiatives to particular sustainable development objectives. At the core of the concept of Responsible Tourism is the principle that tourism is a social activity, that tourism is what we - producers, consumers, communities and government - make it. Sustainability, sustainable development, is the aspiration; it defies operational definition until specific economic, social and environmental issues are identified and addressed. It is only within this framework that responsibility can be assigned and adopted and where the failure to address the issues can be defined as irresponsible.

Drawing on the literature on the social construction of reality, the prisoner's dilemma, the logic of collective action and Aristotle's concept of phronesis this session explores the theoretical bases for the idea of Responsible Tourism and provides an opportunity to discuss what the concept of responsibility brings to the study of tourism (theory) and what it adds to management (practice). Whilst producers and consumers can take responsibility and move tourism towards achieving the sustainability aspiration the *free-loader problem* and the *tragedy of the commons* raise the question of the role of government and regulation in ensuring that tourism is conducted responsibly.

Entrepreneurial risks-taking and responsibilities in the context of responsible tourism

Susann Power

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Understanding of business responsibilities has evolved greatly over the past few decades, leaving behind the former, aspirational Friedmanian view of 'profit comes first'. In tourism, business responsibilities have added layers due to the complexity and peculiarities of the business of tourism, including its multitude of stakeholders, simultaneousness of consumption and production, and the informality and seasonality of tourism. Responsibilities are often associated to rights. This paper, however, juxtaposes business responsibilities with entrepreneurial risk-taking instead. This constitutes an original approach to understanding entrepreneurial role behaviour for responsible tourism. Risks here are seen as situations of uncertainty that bear monetary, functional, psychological and social risks. As such, a psychological-behavioural lens is adopted for entrepreneurial risk-taking. Data was collected in 14 interviews with so called 'responsible tourism entrepreneurs', all of whom have been commended by their peers for their responsible business conduct. Methods from another field of psychology – Personal Construct Theory – are employed to elicit constructs about risks and responsibilities of responsible tourism entrepreneurs. This adds to the rigour of this research and underlines the adopted psychological-behavioural lens. The findings suggest that for responsible tourism entrepreneurs business responsibility is a combination of existential responsibility towards the betterment of society and repentance for sins (of the past and of others), whilst risks are mirrored in the mission and barriers within which their businesses operate. The significance of this research lies in its theoretical contribution towards entrepreneurship theory within tourism academia and its practical implications for current and future responsible tourism entrepreneurs.

Keywords: entrepreneurs, risk-taking, business responsibilities, responsible tourism

Sustainable tourism, how do we talk about it?

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Sustainable tourism development, which can be approached from different perspectives and discussed on at least four different dimensions, is a team play of many actors. This study focuses on tourists, as consumers, and applies a marketing perspective pertaining market communication. The aim is to explore the current level of understanding of sustainable tourism in Finland by analyzing news articles in print media as a proxy for how we talk about sustainable tourism. This insight is crucial for actors involved in tourism development and marketing communication. Independent of forum, the tourists have to be informed with a communication content they accept, understand, and internalize. Tourists learn about sustainable tourism and sustainable tourism development from own experiences, by talking to friends and relatives, Internet surf, and by listening to and reading news. Especially print media is considered as a trustworthy authority for news. The findings reported in this study are based on a content analysis of 168 published articles in 15 regional and 2 national Finnish newspapers during a time period of seven years (2007 – 2014). Keywords used in the search process for articles were, sustainable tourism, sustainable tourism development, and ecotourism. In terms of content a large variety of articles were found. It can be concluded that sustainable tourism, in Finnish mass media, is presented as nature based tourism of which a large share of articles are travel stories portray scenic landscapes and adventure activities. Less emphasized are socio-cultural and economic aspects of sustainable tourism. It is also obvious how dimensions of preservation are more emphasized than development. These findings indicate that Finnish people do not have a full picture of what sustainable tourism is. If a sustainable tourism is the aspiration, the Finnish tourism board, regional tourism organizations, as well as, all tourism firms has to step up and communicate the true story of sustainable tourism. Mass media, on-line or off-line, is a good channel.

Keywords: marketing communication, content analysis, Finnish tourism

The role of social uncertainty in the context of sustainable tourism

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Public awareness about man-made environmental problems (e.g., global climate change) appears to be increasing, and yet, actual engagement in actions that are meant to help mitigate these problems is still low on a personal level; in particular when it comes at the cost of personal sacrifices (e.g., monetary expenses, additional time requirements). One possible explanation for such a gap is that people are uncertain about whether other people are willing to also contribute to environmental preservation. Drawing upon the literature on social dilemmas, we refer to this type of uncertainty as to perceived social uncertainty. The rationale behind this approach is that environmental sustainability constitutes a collective challenge that cannot be met by individual action alone (e.g., Homburg & Stolberg, 2006) and that people are more likely to engage in pro-environmental behaviour if they expect others to do the same (e.g., Gupta & Ogden, 2009). This abstract presents ongoing work that introduces the concept of perceived social uncertainty into the field of tourism research and discusses its relevance for the study of the above mentioned gap. Empirical findings are presented that explore the hypothesized relationship between perceived social uncertainty and behavioural measures of environmentally sustainable travelling.

Keywords: environmental sustainability; social dilemma; social uncertainty; sustainable tourist behaviour

Participation in educational tourism: transforming individuals, communities and societies by stakeholder involvement

Eva Maria Jernsand

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Sweden

Tourism is a social activity with the ability to contribute to sustainable development by responsible action from all stakeholders: tourists, local communities, industry, government and academia. A sub-sector of tourism that is highly relevant but generally overlooked in this regard is educational tourism.

The aim of this paper is to highlight educational tourism as an important part of responsible tourism. The purpose is to explore what roles tourism stakeholders have in identifying and addressing issues of sustainability in educational tourism, and how a participatory approach can enhance learning. An action-oriented research project that aims to develop ecotourism in Dunga community in Kenya is used as case study.

School buses with students from all over the country arrive at Kisumu by Lake Victoria every day to visit the harbour, the zoo, the museum, and the small village of Dunga. They learn about fish species, the wetlands, and the propagation of water hyacinths in the lake. However, there is potential to make a greater difference among young people by raising their awareness about environmental and socio-cultural issues, which could in turn change their behaviour and influence their families, friends, and communities.

The study identifies a need to prioritise multiple stakeholders' engagement in educational tourism from the start to improve the process and the outcomes of it. Further, the study highlights that learning is improved when tourists actively participate in activities on a tour. This research thus supports the notion that participation combined with education enhances the transformational potential of tourism.

Keywords: responsible tourism, sustainable destination development, educational tourism, participation, transformation

MOBILE NEIGHBOURING IN TOURISM (SESSION 11)Friday 2nd October 13:30-15:10

Location: Esja I

Session organisers**Soile Veijola**University of Lapland
Finlandsoile.veijola@ulapland.fi**Carina Ren**Aalborg University
Denmark**Gunnar Thór Jóhannesson**University of Iceland
Iceland**Petra Falin**University of Lapland
Finland

Seen from the perspectives of critical social and cultural theories and methodologies, tourism and leisure are not understood as marginal realities in social and economic world but as being deeply interconnected with everyday social life, from personal and communal to national and global. Tourism designs the societal arrangements as much as the society designs the touristic arrangements. This session aims at investigating collaboratively the worlds-in-the-making that enact contemporary discourses and practices of tourism, and doing this through the framework of 'mobile neighboring' (Veijola & Falin, 2014).

The concept explores the incessantly interlinked, relational, socio-material and technological acts and networks of neighboring that create, maintain, and breach the institutions of visiting, hosting and staying on the move – locally and globally. While studying what tourism is doing with the world and the world with tourism, we also want to know what non-tourism means in both this world and that of tomorrow. Lastly, we welcome discussion of how mobile theories and methodologies to study such processes and practices may be developed further. We invite papers and performances that enable new constellations of academic knowledge to be engendered through exchange of ideas in conversation.

Undesigning the tourist dwelling: Experimenting with tourist ethnographies

Petra Falin

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Finland

Soile Veijola

University of Lapland
Finland

The purpose of our paper is to seek methodological inspiration for engaging with the tourist dwelling understood in terms of “ethical socialities embedded in material and social forms and practices of dwelling” (Veijola & Falin 2014, online first, p. 11, 12). We investigate these ethical socialities within the theoretical framework of *mobile neighboring* (ibid.) and focus on the methodological potentiality of the concept when designing (and undesigning) future tourist dwellings.

Rather than aiming at “designing better” through an access and understanding of the habits of individual people or a group (e.g. Wasson 2000), or in order to *inform* design (e.g. Blomberg & Burrell 2009) – which often reveals nothing new to be known to the designer since designers usually *are* familiar with the issues affecting their designs (e.g. Kotro 2005) – we try to develop an approach of ethnographically informed design and tourist studies that allows undesigning the familiar, or de-familiarizing ourselves from it, when encountering spaces that host(ess) the matter and forms of the social allocated in space, time and place.

Instead of naming this a mobile method(ology), we call it a *tourist ethnography* to emphasize the affordances and potentialities available in unknown, uncertain or ungoverned environments. Underlining the ability to *not-yet-know* about the time, place and people that one encounters, forces us to perceive and experience the ethical and the ontological linked with the aesthetic and the epistemological in the tourist dwelling. Here we depart from merely predetermining and modelling the life-cycle of a tourist destination, and ask instead: How can the neighbouring potentiality in the experience of *silence* be investigated when (un)designing tourist spaces by using tourist ethnographies?

Keywords: undesigning, dwelling, tourist, ethnography, neighbouring, silence

Grand parenting by the pool

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Marie Vestergaard Mikkelsen

Aalborg University
Denmark

Holidays are often conceptualized as an opportunity for people to set aside everyday life and responsibilities whilst visiting places, cultures and nature different from everyday contexts. At the same time, the need for tourism research to address how families 'do family' and perform 'thick sociality' during the holidays is growing – thus pointing to the need to study not only individual tourists 'away from home', but also family units, who bring with them domestic roles, relationships and responsibilities whilst holidaying. So far, research on family holidays has focused on the nuclear family. However, family holidays come in many different forms and this paper focuses on the under-researched issue of grandparents and grandchildren vacationing together; with or without parents being present. Drawing on 81 in-situ interviews with 50+ tourists, who go caravanning, this paper explores this phenomenon. Most interviewees are domestic, Danish tourists whereas international tourists are mostly Germans, followed by Norwegian, Dutch and Swedish tourists. Most interviewees bring along caravans, followed by recreational vehicles. Key findings are that (1) particularly when it comes to domestic holidays, caravanning enables grandparents and grandchildren to interact both more intensively and in ways they cannot do (as easily) at home; (2) holidaying with grandchildren seems to be part of how three generation families 'do' contemporary family and entails that parenting responsibilities are shared between parents and grandparents; and (3) grandparents enact grand parenting during the holidays as both different from and similar to parent-child holidays.

Keywords: Family holidays, extended families, three-generational holidays, thick sociality

Ethics of hospitality: Participatory tourism encounters in the northern highlands of Nicaragua

Emily Höckert

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Based on previous discussions in cultural studies of tourism, one of the best settings to identify responsible host-guest relations are in small-scale tourism initiatives based on active local participation. While solidarity and communality are often described as virtues that have been lost in the midst of capitalism, urbanization and technological development, it is not a coincidence that many travellers, tourism researchers and development practitioners have sought these values from economically marginalized rural communities. Situating the idea of participation at the intersection between intersubjectivity, hospitality and ethics, the study asks: How do self and other, or hosts and guests, welcome each other in participatory tourism encounters? That is, in encounters which are expected to support local participation in tourism development? The theoretical approach builds on Emmanuel Levinas' thought of ethics of hospitality, which invites one to envision ethical subjectivity as openness and receptivity towards the other. From the empirical perspective, the study includes a longitudinal ethnographic study on rural tourism development in Nicaragua, based on three field visits between 2007 and 2013. The study argues that, instead of discussing the relational mode of participating, of being and doing together, both practical and scholarly debates have paradoxically celebrated the individual free subject as the protagonist of inclusion and social justice. By envisioning alternative ways of doing togetherness, the research contributes to the streams of tourism studies which call attention to other-orientedness in social relations.

Keywords: tourism, hospitality, community participation, encounter, ethics, Nicaraguan Highlands

Living with tourism: *Phronesis* as ways of mattering**Carina Ren**Aalborg University
Denmark**Gunnar Thór Jóhannesson**University of Iceland
Iceland

In this abstract, we propose the Aristotelian concept of phronesis, as introduced into the social sciences by Flyvbjerg (2001), as a novel way of understanding and engaging with tourism through case study and a useful approach to comprehend and study the blurry and intricate relationships of neighbouring in tourism. Phronesis “focuses on what is variable, on that which cannot be encapsulated by universal rules, on specific cases” (2001, p.57) and relates to valuing, improvising and the development of practical skills necessary to respond to ever changing demands and conditions of life.

Drawing on two examples from Iceland and Greenland, we show how phronesis as practical wisdom is manifested in tourism work and how a phronetic approach can be rehearsed through tourism research collaboration projects. By tending to tourism values in its broadest term, our engagement with tourism as a socio-material change agent, ordering device and incessant place (re)maker abstains from celebratory or condemning accounts. As a context-specific and practice oriented mode of inquiry, the phronetic case studies of how tourism come to matter in specific settings raises critical questions about tourism planning and development as well as the role of research in making tourism matter as it encourage us to cautiously seek practical wisdom and build the capacity for a proper judgement of action.

Keywords: phronesis, ordering, planning, research practice

RECREATION TRENDS AND SUSTAINABLE DEVELOPMENT IN MOUNTAIN TOURISM – RESULTS FROM SWEDEN (SESSION 12)

Friday 2nd October 13:30-15:10

Location: Esja II

Session organiser

Peter Fredman

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This session is organized around a three year long research project focusing on recreation trends and sustainable development in the context of the Swedish environmental objective “A Magnificent Mountain Landscape”. The Swedish mountain region has a long history of recreational use, but more recently new activities and changing recreation behaviors are observed. Such changes will largely impact several dimensions of future sustainability of the region. The main purpose of this session is therefore to present trends in recreational use of the Swedish mountain region at different spatial levels to critically examine different avenues toward sustainable development. The session will also emphasize contemporary recreational phenomena that are of utmost importance for future development: outdoor events, sportification and indoorization of traditional outdoor recreation activities, the use of Internet and social media. Following an introduction to the topic, the session includes five interrelated presentations and a plenary discussion. The session organizers welcome input to this discussion from similar research in the other Nordic countries and elsewhere in the world.

Recreation trends in the Swedish mountain region 1980 – 2013 and beyond

Peter Fredman

Mid Sweden University
Sweden

The Swedish mountain region is an attractive recreation landscape and tourism is an increasingly important use of the area. Previous research has shown that almost half the Swedish adult population visits the mountain region during a five year period and significant increases in mechanized activities (i.e. downhill skiing and snowmobiling). While the region has a long tradition of recreational use (e.g. hiking, backcountry skiing), new activities and changing recreation behaviors have been observed more recently. In order to maintain a sustainable development, in all its dimensions, it is important to consider trends in recreational use, how they are likely to change in the future and the stimuli behind it. Hence, this presentation report results from a national survey on tourism in the Swedish mountain region as part of a larger research project on recreation trends and sustainable development in the context of the national environmental objective “A Magnificent Mountain Landscape” (En storslagen fjällmiljö). The study takes advantage of previous research on mountain recreation in Sweden to analyze more recent changes in recreation behavior. Data from a web-based panel survey and a postal survey replicate selected parts of previous studies providing trend data from 1980 up to present time. Changing recreation patterns are discussed in the light of social changes (e.g. urbanization, demography, immigration, population) as well as behavioral changes (e.g. activity and place substitution).

Keywords: Outdoor recreation, Nature-based tourism, Mountain tourism, Trends, Activities

Tourists in Sweden: Internet, social media usage and user-generated content

Christine Lundberg

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Maria Lexhagen

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The opportunity of using internet to share information at the ‘speed of light’ is an important factor for tourism development. As Guex (2010) states, “the Web has become for many a travel companion who gives good advice and has an attentive ear” (p. 426). Indeed, it is now widely established that use of internet and social media applications (e.g., Facebook and Twitter) reached enormous proportions by the end of the first decade of the 21st century. Also, the number of blogs on the internet is now counted in the hundreds of millions (Pingdom, 2012). Social media applications are typically customer-centric, user-generated, interactive and dynamic, foster community participation, and build on collective community intelligence (O’Reilly, 2005). The study reported here explores tourist visiting the Swedish mountain regions and their use of internet and social media. Data was collected by means of a national survey as well as two locally set mountain region surveys. In addition to this, user-generated content was analysed using photos and texts shared by mountain tourists on-line. Preliminary findings suggest that Internet is an important source of information for both national and international mountain tourists in Sweden. Noteworthy is however that they are not frequent users of the medium. In addition to this, social media usage is surprisingly low among this group of tourists. These results have implications for tourism and hospitality companies, DMOs, and policy makers in the Swedish mountain regions.

Keywords: mountain, tourism, visitors, Internet, social media

Landscape relations in change? Sportification and indoorisation of outdoor recreation and nature based tourism in the Swedish mountain region

Klas Sandell

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There is a long history of recreational use in the Swedish mountain region. To a large extent the continuity is striking with regard to motives, groups and activities since the beginning about a century ago. But, never the less, also changes are at hand with regard to outdoor recreation in Sweden in general and two examples of current challenges are the interconnected tendencies of sportification and indoorisation (Sandell et al., 2011). While these aspects have so far not affected the broad public pattern of out-of-doors in Sweden to any great extent, they are likely to influence the future situation in various ways. An empirical question therefore is to what extent these tendencies could be witnessed in the Swedish mountain region today. Public survey investigations among Swedes then show for example that with regard to the tension between place attachment and activity involvement, about 10-30 percent is in favour of each one of these two different positions and the rest falls in between. Only about 5 percent have to a substantial extent come across sport and event in the Swedish mountain region but the double want to see more of this in the future. The respondents have to a bit higher degree come across indoor activities but the interest for this in the future is weaker compared with sport. Even though very limited groups are involved today, investigations among key-persons illustrates an impression of very much increasing trends.

Keywords: Sportification, Indoorisation, Outdoor recreation, Nature based tourism, Landscape relations, Swedish mountain region

Inter-year comparisons of visitor characteristics and preferences: the case of Swedish summer visitors in the Jämtland Mountains

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Tatiana Chekalina

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Longitudinal data on tourism and recreation is a valuable source of knowledge for nature conservation management and future tourism planning and management, as it provides insights about visitor experiences and visitor impacts on the resources. Moreover, longitudinal approach in monitoring visitor profiles, motives, preferences about destination characteristics and visitor experiences is essential for understanding the changes in recreational patterns over time. However, comparisons over time are rare in tourism and outdoor recreation research. Therefore, this study, which focuses on such comparisons between two visitor surveys (in 1999 and 2013) conducted in the Swedish Jämtland Mountains, contributes to valuable empirical insights about nature-based tourism development from the demand-side. In 1999, the number of respondents from Sweden was 960, and 406 Swedish respondents participated in the survey conducted in 2013. Comparisons show that the average duration of stay has slightly increased from 4,8 days to 5,2 days. The results particularly indicate that despite the average age of Swedish visitors remains the same (i.e., about 47 years old), the share of tourists aged 65 years old and above almost doubled, and the share of visitors with university and post-graduate education increased substantially. In addition, in 2013 the Swedish visitors are much more positive about establishment of a national park in Jämtland Mountains. The study also provides insights about preferred activities, visited sites and various aspects of visitor experience. Possible implications of the changes found will be discussed.

Keywords: longitudinal data, visitor survey, nature-based tourism, outdoor recreation, hiking

Recreation trends and future sustainable development in the Swedish mountain region

Daniel Wolf-Watz

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The Swedish mountain region has a long history of recreational use which can be characterized by tradition, but also by changing recreational behaviors. This presentation puts forward concluding remarks from the research project on recent recreational trends and sustainable development in the context of the Swedish environmental objective: A Magnificent Mountain Landscape. These include trends in recreational use and aspects related contemporary phenomena that are of utmost importance for the future development. Based on the findings challenges involved in a sustainable development of the Swedish mountain are considered; what are the influences of current recreational trends on strategies to achieve the Swedish environmental objective: A Magnificent Mountain Landscape?

Keywords: outdoor recreation, environmental sustainability, landscape, trends

THE AUTHENTICITY DEBATE: IMPLICATIONS FOR RESPONSIBLE TOURISM (SESSION 13)**Friday 2nd October 15:30-17:30****Location: Hekla I****Session organiser****Jillian M. Rickly**

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How can tourism be conceptualised as a responsible activity and how can tourists become attentive to their encounters with places, nature and cultures for their benefit and empowerment? A crucial component of such an important question is the way in which tourists' envision their experience, the motivations that spur their desire to visit distant locales, and the expectations they carry with them upon arriving. These concepts – motivation, expectation, and experience – are at the heart of current tourism debates regarding authenticity. Because authenticity is a relational concept linking objective, constructive, and existential registers of ontology and epistemology it remains salient in the study of tourism encounters, generally. Further, while authenticity continues to be used by tourists and tourism practitioners across all niche markets, it is especially prolific among responsible tourism markets. This session presents papers that take interest in the role of authenticity in the tourism encounter, from the ways authenticity is employed in the marketing and development of places as tourism attractions to studies of tourists' perceptions of authenticity in place to more conceptual efforts to link the concept of authenticity to debates of ethics and morality in tourism consumption.

Negotiating ethics, responsibility, and authenticity in adventure tourism: A comparative analysis

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Elizabeth Vidon

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United States of America

Authenticity has been associated with theories of tourism motivation and experience for decades. Responsible tourism, which prioritizes an ethical approach to tourism, is one area where authenticity continues to hold tremendous value for tourists, host communities, and practitioners alike. This paper compares two cases of adventure tourists who negotiate issues of ethics, responsibility, and authenticity in their most frequented destinations. In the first example, full-time traveling rock climbers claim their dedication to the sport and annual visits to the Red River Gorge of Kentucky, USA, as evidence for their authoritative voice on ethical climbing practice. While they identify the growing numbers of leisure climbers in the area as a problem for sustainability and etiquette, many also take up temporary employment as climbing guides, and thereby, are directly involved in the introduction of new climbers to its cliff lines. In the second example, wilderness enthusiasts in Adirondack Park, New York, USA lament the impacts of recreational users leading some to volunteer as “summit stewards” in order to educate fellow hikers on etiquette. Despite being visitors themselves, summit stewards use their strong sense of place and knowledge of Adirondack history and ecology to substantiate their authority as purveyors of ethical practice. In both cases, existential authenticity underlies a sense of responsibility and authority for ethical engagements with nature, with such prejudices regarding authority also yielding further tensions between user groups.

Keywords: authenticity, ethics, adventure, authority, contestation, nature

Sami representation in a tourism context

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Susanna Heldt Cassel

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Despite a frequent display of Sami culture in Swedish tourism marketing material during several decades, a Sami exclusion in the production of such material has been highlighted. Previous studies have suggested that Sami actors have been rudimentary involved in the promotion of tourism destinations (e.g. Pettersson, 1999), jeopardizing the authenticity of Sami culture in a tourism context. Consequently, projected images of Sami culture, as perceived by external actors, becomes at risk of being stereotypical and exploitive (Saarinen, 1999) and turned into an exotified attraction (Müller & Pettersson, 2001). However, indigenous tourism in general and Sami tourism specifically, is growing rapidly, meaning that an active Sami involvement in tourism is increasing. The question is whether this has become more evident within tourism marketing as well.

The aim of this study is to explore how Sami culture currently is represented within tourism in the Swedish mountain area. The main research question within the study is; To what extent is Sami culture present in tourism marketing material?; What images and underlying assumptions of Sami culture and indigenous tourism are communicated in tourism brochures and on websites marketing destinations in the Swedish mountains?

The study is conducted through a content analysis of marketing material, promoting tourism in destinations of the southern parts of the Swedish mountain range. The empirical data is analyzed through a critical discourse analysis with the purpose of detecting potential inequalities and power imbalances in the representations.

Keywords: Sami, marketing, exoticism, authenticity, discourse

Networking and co-creation: a viable combination or co-operative cannibalization in sustainable heritage tourism?

Gustaf Onn

Södertörn University
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Heritage entities are one of the most important parts of the total tourism product, and one which Sweden generally is doing poor in positioning terms according to Swedish Institute. In part, this may be due to the notion of cultural heritage is nowadays conceived as discursive practices of power and that lack of consensus on what is a local, regional and national scale heritage attraction, and what and how they are to be used and maintained. Many of the local attraction sites in the Stockholm archipelago are kept by small companies or local NGOs with sparse funds, which makes it difficult for them to market the attractions up to their potential. A strategic option is here to co-operate through networks with i.a. transporters. From generation Y and onwards, with acute levels in generation Ego, customers are accustomed to tailor their consumption experiences, so that co-creation is going from being a strategic option to becoming more of a business requirement. This paper examines if and how the need for co-operation between network providers of heritage attraction services in a business like way, comes into conflict with co-producing requirements or if they boost opportunities if pooled. The empirical material is gathered from Dalarö, Fisksätra, Landsort and Djurö in the Stockholm archipelago. Main findings show that as of yet, little pooling activities are at hand, but where found, co-creation tend to overrun networking issues.

Keywords: networking, co-creation, sustainability; heritage-tourism, cannibalisation

RESPONSIBLE HUMAN RESOURCE MANAGEMENT IN THE TOURISM AND HOSPITALITY BUSINESS (SESSION 14)

Friday 2nd October 15:30-17:30

Location: Hekla II

Session organiser

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In this session it is argued that the human resources – the workforce – may significantly influence the tourists' experiences of a journey, a place, a meal, a tour, an adventure, or just a relaxing respite at a venue. They "mediate" between the man-made and the natural environment on one side, and the actual experiences of the visitors on the other. The quality of their work may deplete the value provided by the man-made and the natural environment or, alternatively, add values to its inherent qualities to an extent that make the experiences unique and memorable for the visitor. Experiences influence both the tendency to repeat the visit and influence other tourists' choices of destinations through word-of-mouth. Consequently, concern about the workforce and their management should be prioritized both in practice and research. However, we will argue that research in tourism and hospitality pays only modest attention to this major factor. The intention of this session is to contribute to increased attention to this rather neglected area. So far, four contributions are secured for the session, covering the transition from school/studies to work; creativity as a tool for improving the quality, issues related to ethnic diversity and inclusion at the workplace; and the sustainability and change in the workforce in the restaurant sector. More contributions are welcomed.

Workload management and staff performance in the hospitality sector

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Understaffing in hotels may lead to deteriorating service quality while overstaffing may lead to labor inefficiencies. Fluctuation between the two states may affect staff labour moral and their performance. This is a challenge for hotel managers that have to try to optimize staffing in the face of volatile daily demand. The main tool to reduce the mismatch between staffing and overall workload is good planning. In this study we use daily data from 100 Norwegian hotels belonging to three different chains to analyze relationships between staffing and business performance. All hotels have introduced the same labour scheduling software that forecasts demand and subsequent staffing needs. The software system assists managers in taking forward-looking staffing decisions. However, asymmetric knowledge and different usage practices of the system imply that not all hotels reap its potential benefit. In this study we formulate an econometric model to estimate which factors influence staff efficiency. In addition to controlling for seasonality, hotel characteristics and market size we estimate the effect of how usage of software scheduling system influence labour performance. The results show that those hotels that use the software in a better way, as measured by a usage index, increase staff efficiency.

Keywords: Staff performance, efficiency, optimized staffing, volatile markets, hotel management

From school to work in the hospitality industry: A review of research on unsustainable transitions

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Aim: This paper presents a review of 41 research articles on young peoples' beliefs about the tourism and hospitality industry, their future career intentions within these industries (34 articles), and their socialisation into this industry (7 articles).

Method: The articles were collected through searches in Business Source Complete, Hospitality and Tourism Complete, Science Direct, Google Scholar, Article first, and Emerald. The keywords, used in different combinations, were: perception, attitudes, beliefs, hospitality industry, tourism industry, organizational socialization, work socialization, young people, adolescents, apprentices, apprenticeship, and expectations.

Findings: The findings on beliefs about the hospitality and tourism industry, work in this industry, and expectations to and experiences from encounters with the industry were contradictory. Research indicates mainly positive beliefs and intentions of career in the industry before and in an early stage of education for these jobs, while this becomes more negative during the educational pathway and after experiencing the work.

Conclusion: The findings questions the benefits and values of work-based learning or apprenticeship as they now function, raising important issues about whether especially the small and medium sized businesses within these industries and their leaders have the ability to provide the necessary working and learning environments and experiences. The findings represent a challenge to the industry and the educational organisations. New ways of organizing and performing the encounters and socialization of young workforce in these industries should capitalize on lessons learned from research findings, and change processes observed by quasi-experimental research designs.

Keywords: beliefs, socialisation, young workforce, tourism, hospitality

Social influence and climate for creativity and innovation in tourist destinations

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Nowadays, due to rapidly changing customer demands and a constant strive for survival in highly competitive environments (Hjalager, 2010), the consideration of creativity and innovation within the bounds of the tourism industry have become particularly important (Horng, Liu, Chou, & Tsai, 2013; Richards & Wilson, 2006; Tsai, Horng, Liu, & Hu, 2015; Wong & Pang, 2003). Moreover, there is evidence that both constructive collaboration and positive atmosphere in the workplace are conducive to creativity and innovation in organizations (Farr & West, 1990).

Following this line of reasoning, two focal aspects are considered. Firstly, a close look is taken at board members shared perceptions of creativity and innovation at tourist destinations (referred to as 'climate for creativity and innovation' (Anderson & West, 1996)). Secondly, two organizational social processes are investigated, namely conflicts (more specifically task & relationship conflicts (O'Neill, Allen, & Hastings, 2013)) and communication patterns (conceptualized as internal & external communication (Keller, 2001)). Overall, this inquiry seeks to answer the following research question: to what extent do conflicts and communication patterns between board members determine team/board climate for creativity and innovation at tourist destinations?

To test this query, a survey methodology was applied. Dataset was collected in 2008 from numerous Norwegian tourist destinations. From the original sample of 153 organizations, 97 of them delivered usable responses. Preliminary analysis indicate significant relations between identified constructs.

The emphasis on testing the aforementioned concepts will lead to our greater understanding of existing enhancers and inhibitors of creativity and innovation in tourism industry.

Keywords: team climate inventory, conflicts, communication, tourism

Ethnic diversity and inclusion in Norwegian hotel workplaces

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Aim: This paper focuses on whether, and to what degree, ethnic diversity contributes to inclusion and participation in Norwegian hotel workplaces. A common argument for the importance of workplace diversity is that increased diversity leads to more creative and inclusive workplaces. The research question was: What communication aspects do employees and managers in ethnically diverse workplaces experience as being important for inclusion and/or exclusion in the workplace?

Method: The empirical data consists of a case study of two Norwegian hotels with ethnically diverse workforces. 45 semi-structured interviews were conducted, in addition to observations.

Findings and conclusions: The analysis shows that while managers and employees often referred to ethnic diversity as positive for the company in terms of that it was exciting to work with and learn about other cultures, they rarely mentioned diversity as positive in terms of that it contributed to the company's development and growth. Further, the study illustrates how stereotypical perceptions of cultural differences contributed to cement structural differences in terms of what types of jobs employees with ethnic minority background held in the two hotels. The results imply that an ethnically diverse workforce does not necessarily contribute to more inclusive work environments. In order to create more inclusive workplaces increased competence in diversity management is necessary among Norwegian hotel managers, as well as a more explicit clarification of what is the goal of diversity management in Norwegian hotel workplaces.

Keywords: Ethnic diversity, hotel industry, communication competence, workplace inclusion

Sustainability and change in the workforce in the Norwegian restaurant sector

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Aim: This paper focuses on three features of the development of the Norwegian restaurant sector, broadly defined as businesses with meal and / or beverage serving as the core activities and complementary activities (nærings-kode 56). The research questions were: To what extent is the sector growing, and what are the drivers of a possible growth? Which sub-sectors showed the largest changes? How labor-intensive is the sector compared to mainland Norway, and how does the workforce change over time?

Method: Data were gathered from official statistics and supplied with reviews of published and unpublished research reports.

Findings and conclusions: Three change processes were observed. 1) The sector has grown in line with the economy in general. In 2013, 130.000 individuals or 2.2 percent of the workforce were employed in these businesses. 2) Coffee- and juice bars showed the largest growth, while restaurants and cafés, hotels, and gasoline stations were the largest subgroups. The relative importance of the sector is largest in areas with tourism or travel hubs. Everyday consumption, tourism, and other businesses use of the restaurant industries were the main sources of income. Population growth, improved household economy and migration from rural to central areas accounts for the growth of the sector. 3) Wage costs accounted for 36 percent of total cost in 2013, compared to an average of 27 percent in the mainland economy. The level of education had dropped over the last 10 years, the staff turnover is high, and there is an increasing shortage of trained chefs. The proportion of ethnic non-Norwegian workforce has increased dramatically.

Keywords: restaurant sector, change, economy, human resources (HR), Norway

OVERLOADED? THE DESTINY OF NATURE TOURIST DESTINATIONS IN TIMES OF LIMITLESS DEMAND (SESSION 15)

Friday 2nd October 15:30-17:30

Location: Katla I

Session organisers

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Tourism has become an exploding business, which is changing the world on an exponential rate often without people recognizing the changes. Nature is one of the world's most important tourism asset. At the same time, nature is often considered to be a common resource within tourism and therefore often not treated by the various stakeholders in a responsible manner. Nature is altered into a tourist destination, sometimes on purpose and sometimes by coincidence, but repeatedly without careful planning and management required for the destination sustainability. What impacts do such actions have on nature and tourism destinations? How responsible is such unregulated business? And how do tourism academics tackle this emerging issue in their research?

This session welcomes papers that focus on the responsibility of the planning of nature tourist destinations, the impacts of limitless growth of tourism and of the depletion of a nature as a shared resource in tourism. Furthermore cases which focus on how a common natural resource can be protected from degradation, how to encourage long and successful maintenance of a tourism destination and encourage sustainable development of a destination, are welcomed.

Understanding crowding and tourism management in a popular tropical rainforest

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The environmental and social impacts associated with increased visitation are a major concern for many protected natural areas throughout the world. In order to provide for quality visitor experiences and simultaneously protect sensitive natural resources, tourism and recreation planners and managers have to identify and implement effective and efficient strategies, which maintain a satisfactory balance between use and protection. They also must work with a diversity of stakeholders who hold different attitudes, perceptions, and values for the protected area and the role of tourism in that area. This study examines visitor perceptions of crowding at El Yunque National Forest (EYNF) in Puerto Rico, United States. Visitor surveys (both in English and Spanish) were collected in July 2013 and January 2014 at seven different recreation sites within EYNF. A total of 972 surveys were completed. In-depth interviews were also conducted with twelve tour operators. The results capture significant differences between various stakeholder groups in their assessment of crowding and recreation management in the forest. Although several key groups did not believe crowding was a major concern in El Yunque, some stakeholder groups listed capacity-related concerns of major importance (e.g., parking issues, traffic, and over-use of some facilities). Local residents were significantly different than tourists in several aspects in their preferences for group size and management actions, which would impact how tourism and recreation managers should communicate with stakeholder groups as well as design management differently for those groups.

Keywords: stakeholders, perception, crowding, recreation management

Tourists experience at popular nature tourist destinations

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Iceland has experienced a dramatic growth in international tourist arrivals with approximately 9% average annual growth the last thirty years and in the last four years about 20% annual growth. In 2014 about one million international tourist arrived, thereof about 42% in the summer months. In addition about 227 cruise ship passengers arrived to the country. Nature is the main attraction. The perception of crowding and environmental damage can reduce the quality of the tourist' experience. Therefore this very fast growth of tourism raises concerns regarding the difficulties of maintaining the qualities of the resource and the experiences of visitors.

This research builds on questionnaire surveys gathered among about 12.600 travelers at eight highly visited areas in South- and West Iceland. The aim was to explore the experience and perception of visitors and whether the carrying capacity of the destinations has been reached. The results show that at Germans are about 20% of the visitors and North Americans 15% and Icelanders only 8%. Over half of the travelers are travelling in private car, 37% are bus passengers and 5% are cruise ship passengers. Visitor's satisfaction is generally high although some complain about lack of infrastructure and services at some locations. They do not notice much environmental damage and most travelers consider the number of tourists appropriate, although some warning signs are emerging as 40% of tourists consider that there are too many tourists in two of the areas.

Keywords: visitors perception, crowding, satisfaction, tourism carrying capacity

Specially protected nature areas' conversion into national parks in Russia: Need for a sustainable compromise

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In 2014 Russia adopted amendments to the legislation regulating the country's 102 specially protected nature areas (also called nature reserves) in order to allow their conversion into national parks. The main distinction between the two categories is that specially protected nature areas are completely excluded from any economic use in order to completely conserve natural systems and protect species, whereas national parks allow projects of tourism infrastructure development and regular tourist activities.

The main consideration is that nature reserves are not initially designed for tourism development, and that in the case of conversion the most attractive and precious areas would be commercialized regardless nature conservation aspects.

Several major issues arise. First, the reform can harm scientific institutions located in nature reserves and ensuring the integrity of the concept of conservation. Second, not all species of animals and plants are cost-effective and can generate profits, which become the primary criteria for national parks. Third, there is a considerable risk that private investors, on which national parks are supposed to rely, may ultimately not come, and at the same time government funding is about to be cut off. Fourth, many commercial projects (such as zoos, transportation, roads, and hotels) are very costly and long-term in nature, and that undermines the profitability of prospective businesses.

Reserves are fundamentally public goods and that means that pure market mechanisms can fail dealing with them. State-run tourism development corporations could be a better option as a compromise between direct state financing and reliance on private businesses.

Keywords: nature conservation, protected areas, nature reserves, national parks

Analyses tools for event sustainability certification in destinations

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There is a debate about responsible and sustainable development in tourist destinations. One could argue that event companies have a responsibility for sustainability, but they lack the analyses tools. The purpose is to investigate and analyse how companies working with events could develop a certification process of sustainability, and how decisions about an event's sustainability certification could be supported. The analysis is based on both the study of relevant literature and investigations carried out and by using multi-criteria decision-making systems. A sustainable certification process is developed which consists of external company sustainability criteria, such as social, cultural, economic and ecological dimension, and also internal criteria such as using a sustainability plan. However, in this study certification obstacles have been found, for example certification costs. When developing the sustainability certification process a need is recognised for a decision support tool. Therefore a triangulation multi-criteria decision-making model is proposed consisting of six steps: 1. Problem formulation, 2. Computer criteria definition, 3. Definition of measures and rules, 4. Data collection and registering, 5. Total evaluation of the alternatives' results and 6. Final analysis and choice. When using the model there is a need for an integrated manual assessment by the evaluator and the computer-based expert system support. Therefore, triangulation of mainly qualitative research methods is used starting with qualitative interviews with an inductive approach by the evaluator, continuing with computer-based expert system analysis (the DEXi-system) with a logical interpretation approach and ending with the evaluator's deep interpretation of both manual and computer-based results

Keywords: certification, event, sustainability, decision-making model

Overloaded wilderness: you have to be kidding!

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Once a wilderness area becomes known as a tourist destination, maintaining its wilderness condition becomes increasingly difficult, underpinning the wilderness tourism paradox. Some of the most popular wilderness destinations within the Icelandic highlands seem to be gradually dropping its wilderness image due to overcrowding. So, how many visitors are too many before they start altering the wilderness image? People's perception of wilderness is influenced by a number of factors relating to their culture and socio-economic background. Furthermore, how people value pristine land or define wilderness varies depending on the location and function of the assessment. Therefore, understanding perceived wilderness is likewise of major importance in the planning and long term management of tourism within the Icelandic highlands. This study attempts to identify and map perceived wilderness areas within the southern Icelandic highlands, using the purism scale approach. The perceived wilderness mapping of the southern Icelandic highlands shows that nearly the whole area, or 97.2%, is perceived as wilderness by the non-purism group, while less than half, or 45.4%, is perceived as wilderness by the strong purism group. In order to avoid the overuse of wilderness for tourism, ambitious planning and appropriate management are critical. This includes identifying limits of growth and further development. Without such limitations, the use of wilderness is simply unsustainable.

Keywords: wilderness mapping, tourist perception, purism scale, tourism, Iceland

Offshoring tourism services: Should destinations tax cruises?

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The growth in international cruise tourism implies that destinations increasingly offshore key tourism services such as accommodation, entertainment and food provision. This raises important questions about the long-term impact on a destination's economy. While the question of economic impact of cruise lines have been addressed in several studies (Brida & Zapata, 2010a, 2010e; Dwyer & Forsyth, 1996), the continued supply growth of cruise ships globally makes the question ever more relevant. It is probably the cruise industry's capacity to increase the supply side and make cruises affordable that has led to the remarkable increase in passenger numbers (Vogel, 2011). Norway creates an interesting counterpoint between land and cruise tourist; land tourists must face the high price levels of services in Norway in contrast to cruise passengers. We estimate to what degree land and cruise tourists' respective demand for visiting Norway are affected by their income level and Norwegian prices level. For the empirical model, we use a data panel of land tourist and cruise passenger arrivals from six major European markets plus USA from 2005 to 2014. In contrast to land tourists, the results indicate that cruise tourists are not overtly concerned about expensive services in Norway, probably because they mostly avoid them. Finally, we use these findings to discuss taxation of cruise tourism.

Keywords: cruise tourism, impact destination, land tourist, pruiase passengers, taxation

ENCOUNTERS, CONTROVERSIES AND RESPONSIBILITIES – EXPLORING RELATIONAL MATERIALISM (SESSION 16)**Friday 2nd October 15:30-17:30****Location: Esja I****Session organisers****Carina Ren**

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The usual building blocks of tourism no longer appear stable as increasingly more work is required to uphold the distinction between production and consumption, home and away, host and guest to name but a few central concepts. Tourism researchers are faced with the challenge to find alternative ways to address tourism development in critical ways.

Drawing on recent attempts to establish a conversation between tourism research and what may broadly be encompassed as relational materialism (Latour, Law, Mol, Singleton and others), we would like to invite tourism scholars to join this session which will engage in discussions about how encounters and controversies within tourism may be addressed through a socio-material and practice-oriented perspective (see also Jóhannesson, van der Duim & Ren, 2015). Using the encounter and the controversy as lenses, we wish to address how a vocabulary inspired by relational materialism, offering notions such as tourism-scapes and actor-networks, ordering attempts, ontological politics and multiplicity allows us to better grasp and intervene into tourism realities, hereby contributing to responsibly perform tourism research and enact sustainable tourism futures.

Whale tourism and the ontological politics of seascapes

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This paper draws on post-constructivist studies to address the growing interest for whales and whalewatching in many countries, and in Norway in particular. Due to changing migration-routes of herring, whales in hundreds are (re)-entering the Arctic fjords of Tromsø, Senja and Andenes during the winter season. There is a “whale fever” in the region where locals, tourists and tourist-companies connect to and enact the whales differently. Whales, we will argue, enact and are enacted through different networks of politics; politics of responsible tourism, marine eco-system management as well as petroleum activities. In our ongoing research-project Reason to return, we explore the encounters between humans and whales where through whales become multiple. Our concern is with the ontological politics of seascapes, investigated through encounters and controversies in whale tourism.

Keywords: Arctic, whale tourism, seascapes, post-human

Improvising economy: Everyday encounters and tourism consumption

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The collaborative economy, also known as collaborative consumption, such as ridesharing, couchsurfing and dinner hosting is changing the face of tourism as many other dimensions of the economy. Tourism entrepreneurs are faced with increasing demand of providing opportunities for tourist experiences based on direct connections with tourists that may also extend beyond the destination in time and space. Although these experiences more than often emerge through mundane, fleeting and everyday encounters between hosts and guests they can nevertheless initiate thoughts and ideas which may increment the entrepreneurs' business activities in variety of, sometimes, unforeseen ways. Everyday encounters have always been part of the tourist experience but what we are interested in is the way in which they are entangled to an emergent tourism economy in a particular rural region and the implications thereof. Those include for instance the (re)negotiation of the boundaries between work and personal time and challenges when it comes to developing an effective policy and support system for micro-sized tourism businesses.

We want to demonstrate how the elusive threads of everyday encounters contribute in the making of a tourism attraction; a process that can be described as improvisation. Starting from the Icelandic Museum of Sorcery and Witchcraft, located in the Strandir region, North West of Iceland, our aim is to explore some of the delicate threads through which the expanding economy of the Museum is woven through multiple mobilities of people and things. We will describe moments of collaborative consumption, which weave together the texture of the place as a tourism destination as well as some of their repercussions. Those include for instance, playful, and at times, enduring correspondence between guests and the manager of the Museum but also bursts of frustration and weariness on behalf of him and his guests.

Keywords: Collaborative economy, tourist encounters, improvisation, entrepreneurs

Enhancing environmentally sensitive adventure through architecture

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Adventure tourism has recently been highlighted as a branch of tourism industry that endorses sustainable development. Ideally, touristic nature experiences gained during adventure holiday awake environmental awareness and lead towards sustainable everyday practices. However, recent research has shown that tourists are more willing to promote local conservation of natural resources than to save themselves energy or water or to avoid using private cars as transportation. Hence, awareness of global environmental crisis may not lead to more sustainable practices, since fragile nature is seen separate from everyday life environment (Macnaghten, 2003).

In our multidisciplinary study in progress, we explore environmentally sensitive spatial elements as a possibility to evoke environmental awareness and reflection on daily practices. We use Lefebvre's rhythmanalysis to examine Biotope-shelters in Northern Norway. The aim is to capture materially-mediated practices that illustrate, first, touristic ways of being (Ingold, 2011) in environmentally sensitive spaces and, second, possibilities to reflect on daily environmental relationship. Earlier studies has shown how tourists adapt to the movements encoded in the destination and become habitualised to temporal patterns that they are unaware of (Dickinson et al. 2013). We aim to combine methods from tourism research and architecture (e.g. autoethnography, observation, photographing, interviewing the architects, and studying the architectural plans) to study, what kind of practices are encoded in the spatial elements used in adventure tourism and can we intentionally effect on the encoding.

Keywords: Architecture, adventure tourism, environmental relationship, materiality, rhythmanalysis

ANT and practice theory: Two of a kind?

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In the last decade a number of ‘turns’ or new epistemological and methodological approaches have breathed new life into the field of tourism studies. As part of this we have seen the emergence of actor-network theory (ANT) inspired tourism studies as exemplified by the contributions to the book *Actor-network Theory and Tourism*. Recently tourism studies have also become theoretically informed by contemporary practice theory authors, like Schatzki (2005), Shove et al. (2012) and Nicolini (2012).

These two relatively novel theoretical approaches, practice theory and ANT, which could be in many respects mutually supportive, open fresh and unconventional vistas for tourism research. In this paper I will first discuss the relation between (ANT) and practice theory in terms of their differences and similarities. Second I will probe the way they have and can inspire tourism studies and especially how they can shed led on the notion of innovation in tourism by using a number of examples from different parts of the world.

Keywords: practice theory, actor-network theory, tourism studies, innovation

Tourism development discourse: Placed based realities of tourism practice in Cuzco, Peru**David W. Knight**

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This paper explores encounters and controversies between development discourses and local perceptions of poverty and tourism practice among four rural communities in Valle Sagrado (Sacred Valley) outside the ancient Inca capital of Cuzco, Peru. The focus is particularly on interactions between tourism associations in each community and Intrepid Travel, an international tour operator based in Melbourne, Australia. Copestake's four global designs of development (income first, needs first, rights first, and local first) provide the framework for this evaluation, incorporating local accounts and on-the-ground observations from a six-month ethnographic study carried out in the region from June through December, 2013. Sources of data included semi-structured interviews (N = 93), field notes, participant observation, and documents and reports from the tourism associations in each community, Intrepid Travel, and various government institutions. Findings suggest that a strong degree of overlap exists between local perceptions and income first, needs first, and rights first discourses of development. However, frustrations with contentious politics and tourism reveal local resistance to the increased foreign presence outside the city of Cuzco. These findings suggest that local interests and views must be incorporated more effectively into analyses of development discourses and tourism practice, promoting a more localist stance toward policy creation by understanding not only potential causes of underlying frustrations, but also how issues of power may keep such frustrations from being voiced by local people in the first place.

Keywords: Cuzco, development discourse, poverty alleviation, local perceptions, neoliberalism

WORLD HERITAGE SITES – TO PROTECT FROM OR TO USE FOR TOURISM? (SESSION 17)Friday 2nd October 15:30-17:30

Location: Esja II

Session organisers**Kristina Svelds**Åbo Akademi University and World Heritage Tourism Research Network
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The Nordic countries have in total 67 heritage sites (41 listed and 26 tentative) as part of the UNESCO World Heritage (WH) concept.

The UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, adopted in 1972, did not implement tourism as a feature to effect heritage protection. Tourism, though, has made an entrance over the years as a natural outcome of the attraction that the WH label/brand tends to create at designated WH sites.

After its 40 years of existence, the UNESCO WH Center has established a World Heritage and Sustainable Tourism Programme (<http://whc.unesco.org/en/tourism/>). This programme acknowledges the responsibility of stakeholders for the conservation of cultural and natural heritages and an aim towards sustainable development through appropriate tourism planning and management.

- Are tourism development and cultural/natural heritage protection compatible concepts?
- What does responsible WH tourism imply for protected sites?
- What does responsible WH tourism imply for local populations living in protected sites?

The working group invites contributions that explore issues, both empirical and theoretical, regarding tourism in connection to both listed and tentative WH sites and other heritage protected areas.

Visitor management in Nærøyfjord and Geirangerfjord, Western Norway

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The two West Norwegian Fjords, Nærøyfjord and Geirangerfjord, were registered on the World Heritage List in 2005. The World Heritage areas comprise narrow, deep and long fjords with steep sided rock walls that are considered archetypical parts of the world's fjord landscapes. Numerous waterfalls and free-flowing rivers run across forests on their way to the sea. The fjords represent unique geological values and offer an outstanding natural beauty. Nærøyfjord and Geirangerfjord also include small communities as well as reminisces of shut down tiny dairy farms supplementing cultural and aesthetical values to the natural fjord landscape.

The two fjords are celebrated tourism attractions with high numbers of visitors during the summer season; about 700.000 tourists per year (including cruise ship passengers) visit each of the small local communities Flåm and Geiranger. The huge visitation potentially creates high pressures on natural values, local communities and crowding problems that may also affect the visitors' perceptions of the area. In general, unplanned tourism development represents a fundamental threat to the World Heritage destinations throughout the world. If undertaken in a responsible way, however, tourism may be a driver for protecting the natural and cultural heritage, and a vehicle for sustainable development. To achieve this goal, adequate visitor management strategies are required (UNESCO 2012). The paper discusses the research challenges to organise visitor monitoring, and further analyses the coordination problems in building holistic management strategies into the planning system according to the Norwegian Planning and Building Act.

Keywords: World Heritage, fjord landscape, sustainable development, visitor management

Residents' attitudes towards World Heritage induced tourism documented in six World Heritage sites in Canada, Peru, Sweden and Finland

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The study compares the attitudes of residents living in and nearby 6 distinct World Heritage (WH) sites located in Canada, Sweden, Finland and Peru. More specifically, residents' perceptions of the impact of WH designation on the development of tourism in each of their regions is examined. Using paper-based survey questionnaires, 2069 respondents were asked four questions that documented WH designation's impact on tourist numbers and tourism sector development. Statistical analysis with SPSS 21.0 included one-sample T-tests to compare residents' responses to each of the four impact items and Eta-squared statistics to assess the size of effect associated with differences in opinion. At the majority of the sites residents felt tourism growth was apparent due to WH status, or they thought it had little effect (negative or positive). Resident living in or near Lunenburg, Canada, Arequipa, Peru and the High Coast region of Sweden agreed most strongly that WH designation has an impact on tourism growth. Weaker support was observed with the Dinosaur Provincial Park region in Canada and Cusco, Peru. Finally, full and part-time residents of the Kvarken Archipelago in Finland felt WH designation had no effect on tourism development in their region. Differences among these areas, namely length of time since WH designation, the presence of other economic activities in their regions as potential drivers of tourism, and changes in community structure and functioning experienced since designation are some of the reasons for differences in community members' perspectives. These will be highlighted in the presentation.

Keywords: World Heritage, Lunenburg, Dinosaur Provincial Park, Arequipa, Cusco, High Coast, Kvarken Archipelago

Viking heritage as attractive tourist experiences

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The Viking age is attractive for visitors to learn from and to be entertained. The Viking age represents a historical period, including myths, legends and storytelling. Various tourist attractions are developed and planned where elements of Viking history and heritage represent the basis for a separable set of exhibits, activities and events. The attractions offers all from museum's exhibit to events where the tourists are invited to enter a historical period, be a participant and co-create the experience. Common to the presentations are discussions on which aspects from the Vikings life and history should be presented and how these aspects are staged for the audience, the degree of objectivity and authenticity in the presentations, and to what extent various tools and methods leads to experiences for the attending tourists.

This study aims to explore how tourists participate in and perceive experiences in Viking Heritage attractions.

Research shows that motives, knowledge and involvement affect experiences (Prebensen, Woo and Uysal 2014; Prebensen, Woo, Chen and Uysal 2012). This will be combined with Pine and Gilmores four dimensions (1999) and the concept of authenticity. The present study adopts a mixed method approach. Historical methods are used in presenting aspects in the Viking history and participatory observations to acquire in-depth information. A survey using a questionnaire among participatory and visiting tourist on the attractions will be conducted at four attractions in the summer 2015.

Results from the study will be presented and discussed along with relevant management implications and further research.

Keywords: Viking, Heritage, Attraction, Tourist-Experiences

DIASPORA AND TOURISM: MIGRANTS AS TOURISTS – TOURISTS AS MIGRANTS I AND II (SESSIONS 18 AND 23)

Session I: Saturday 3rd October 11:00-12:40

Location: Snæfell

Session II: Saturday 3rd October 13:30-15:10

Location: Snæfell

Session organisers

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Migration and tourism are usually discussed separately. However, there are many ways these two intersect. First of all in the globalised and interconnected world it is often difficult to make clear distinctions between different forms of mobility. Increasingly the motivations of migrants and tourists overlap, both searching for better and interesting places. Retirement migrants, for instance, frequently tend to choose areas with well developed touristic infrastructure. Conversely, some tourists combine work with travelling. Secondly, there are many examples of how migration can generate tourism and how tourism generates migration. Labour intensive tourists industry attracting foreign workers represents one possible relationship between these two social phenomena. Another example of this interconnection is migrants facilitating tourism to their relatives and friends from the home country on the one hand, and to people from the host county to migrants' countries of origin on the other hand.

In this workshop we welcome papers discussing any form of the tourism-migration interrelation, such as the role of tourism and leisure activities for immigrant integration, migrants influencing tourism mobility in the host and home countries, or tourist industry stimulating migration or making use of the potentials of already existing migrant population.

Tourists as migrants/migrants as entrepreneurs - agency of the visitors eye**Anna Karlsdóttir**University of Iceland and Nordregio
Iceland and Sweden

Tourism is about mobility and therefore seasonality and migrant labour relates to the subject of tourism services. Moving for work is not new, but it is changing. The issue of what constitutes labour and what constitutes tourist is an intriguing question in contemporary geography of employment related geographical mobility (E-RGM). In much of the literature on labour market of tourism related occupations, the characteristic is that seasonality in jobs leads to more jobs being done by migrant labour, who often end up in the low strata jobs in the hierarchy of jobs available. This paper however gives an overview in an attempt to map out immigrants in Iceland as workers and entrepreneurs in tourism as well as shedding light on foreign youth labour involved in industry. One leading question is how the value of cultural capital, interpersonal skills and other aspects of competence are perceived and applied in the field. Contrary to most literature on migrant labour and/or tourism as an occupational sector, I want to explore how people of foreign descendants mould the industry and Iceland as a destination vis á vis hiring practices and precarious jobs of youth labour in the sector. I would therefore like to discuss together the tourism sectors exploitative practices vis a vis the entrepreneurship and innovation through the term "lifestyle tourism".

Keywords: labour migration, tourism, migrant entrepreneurs, Iceland

Two sides of the same coin? Dutch rural tourism entrepreneurs and countryside capital in Swedish Värmland

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This article explores post-migration experiences and evaluations of everyday life through accounts of Dutch rural tourism entrepreneurs in Swedish Värmland. These accounts are contrasted with Sweden's national tourism policy, aiming at contributing to sustainable growth and increased employment throughout the country.

The study employs different notions of capital, particularly countryside capital, investigating the effects of post-migration experiences with Swedish national tourism policy aims and local population on Dutch rural tourism entrepreneurs in Swedish Värmland. A tourism-migration nexus occurs, in which the entrepreneurs themselves are attracted by countryside capital before migration and use this in their enterprises to attract new tourists after migration. Yet, the interviewees tell of experiences which frustrate optimal utilisation of countryside capital. In combination with flexible attitudes conceptualised as multi-local living and strategic switching, this results in the risk of losing these entrepreneurs' socio-economic impetus for lagging rural areas. This loss is then discussed while questioning the alleged transition from countrysides of production to countrysides of consumption.

Keywords: countryside capital, Dutch entrepreneurs, interviews, regional development, rural tourism, Swedish Värmland

The perception of nature by tourists and tour guides at the Vatnajökull National Park

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Worldwide, tourism is experiencing a steady increase and nature-based tourism in Iceland is no exception. This increase can mean physical stress on sensitive areas such as northern peripheral protected areas, where conservation and recreation interests meet. Although tour guides and tourists often perceive the changes of the natural environment differently, especially taking migration into consideration, perception studies in Iceland have focused mainly on tourist and not on the combination of tour guides and trail assessment.

The study explores a continuum of perception of nature within nature-based tourism by combining the different perspectives of natural degradation by actors. Specifically, the perception of degradation of natural sites at the Vatnajökull National Park in Iceland is examined through a mixed-method study, using focus-group interviews of the tour guides within the area the assessment of hiking trails using established methods for the measurement of trail erosion. Additional interviews with tourists will tap into individuals' opinion on their perception of trail erosion and its influence on visitor's satisfaction.

Preliminary research on the state of hiking trail show already hot-spots of degradation. Combining this dataset with the perception study will help draw a holistic continuum of perception of nature in the area. The strength of this study is that it sheds light on tour guides and their importance in guiding the experience of tourists. A better understand of this can help managers of protected areas to use resources for trail management more efficiently, as they often operate in an environment of conflicting interests and stringent budgets.

Keywords: nature-based tourism, foreign and local tourist guides, Iceland, environment degradation

Migrants' tourism, perceptions of nature and sense of belonging

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Migrants are rarely considered a distinct group of tourists, yet they are different from mainstream population in some important respects. On the one hand, migrants suffer from time crunch and have less time and disposable income to spend on tourism. On the other, receiving country's nature sites constitute a specific tourist attraction for migrants. For instance, what is traditional, familiar and normal to the mainstream population may be perceived as exotic and extraordinary by migrants. In a certain sense, the boundaries between migration and tourism are not as clear-cut as it is habitually thought.

This leads to the questions of (1) what are the specifics of migrants' perceptions of nature sites in a receiving country, and (2) how migrants' place attachment to a new socio-cultural and natural milieu and their tourist behaviour are intertwined. The latter question also refers to the role of nature sites in the forming of sense of belonging among migrants.

In the proposed presentation the materials of a research project on leisure mobility among Polish post-2004 migrants to UK that was carried out in 2010-2011 in West Midlands are used. My goal in this paper is to reconstruct the patterns of nature tourism among Polish migrants. I would like to present the perceptions of nature as well as identity narratives that stem from migrants' tourist practices. I will be particularly interested in demonstrating how tourist behaviour and sense of belonging are interrelated.

Keywords: migrants, perception of nature, belonging, West Midlands

Analyzing of expat (diaspora) residential tourists' quality of life conditions: a case of Alanya

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Researches on relationship between tourism and migration which covers expat, second home and diaspora tourism, have become an important study area for tourism scholars since last few decades. It is known that living environment, relations with locals and quality of life conditions in the destination are so crucial for these kinds of tourists. Furthermore, it is also known that the effect of these long-term tourists to destination is much stronger and broad in terms of economic and social contribution.

In order to determine which levels of factors such sex, nationality, accommodation type and other demographic and personal attributes that are believed to having impact on quality of life of the residential tourists where the second home is located, Correspondence analysis and log-linear model are employed in order to visualize the results and determine significant factors and interactions terms. For this purpose, factor analysis is first run in order to determine which factors are attributed by the second home owners in the region based on questionnaire designed by the one of the authors of the paper. Then based on the levels of factors, the quality of life characterized by two questions is investigated by the aforementioned statistical techniques. Its results provide some fundamental results regarding the quality of life in the view of second home owners setting in Alanya.

Keywords: Quality of life, visitors' experience, long term visitor, correspondence analysis, log-linear model, expat tourism

Transnationalism and (re)creational travelling: Polish migrants' visits home

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Transnationalism, circular mobility are part of the contemporary migrants' experience. Majority of migrants try to maintain contact with the home areas. Visits home are recognized as one of such transnational practices pursued by migrants. However, the frequency of visits and length of stay often depend on the distance and availability of affordable transport. For instance Polish migrants in Britain, Germany or Norway can travel home more regularly than Poles living in Iceland. There is also different importance given to such visits. Most commonly, the main reason of travelling home – as indicated by migrants – is the need for face-to-face contact with family, relatives and friends left behind. They are result of various family obligations. Consequently, in the migration scholarly literature, travelling home is usually discussed as an example of migrants transnationalism and rarely seen as tourist activity. Yet, the visits home are often undertaken during summer holidays, during migrants' free time and thus are part of the leisure or recreational activity. During their stays migrants often engaged in different kinds of activities that could be classified as tourist, such as sightseeing or shopping. Moreover, some migrants need to rely on the tourists services and utilities during their visits. Using qualitative data from the interviews taken with Polish migrants in Iceland, I am going to analyse in more detail the intersection between migrants' transnationalism and tourism.

Keywords: Polish migrants, Iceland, transnationalism, visits home

Genius loci and social activity. Case of Polish migrants in Reykjavik and Tricity

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In my research I would like to link the study of social activity with reflections about space and place. Trying to compromise about the nature of place between traditional approach and “progressive” one (closed vs. open, static vs. dynamic) I take into account physical features of the place but in relational way. I focus on genius loci, especially by reconstructing its features.

I have chosen two places: Reykjavik and Tricity (Gdańsk, Sopot, Gdynia), where I discover migrants' point of view (Polish immigrants in Reykjavik, and people living in Tricity, who come from other parts of Poland). My preliminary research shows that genius loci is mainly based on geographical location, landscape, and nature. People coming from other places have been attracted by these places, especially emphasizing touristic qualities and activities. They often describe new places using terms: specific climate, atmosphere (which includes inter alia proximity of water). Migrants start being active (in social and cultural ways, for local communities, particular groups, social categories) just in new places (which may be their methods for social adaptation). They strongly contrast new place with the place of origin. They see their activity (and even other people, local history, and culture) through the lens of the environment.

The cases of these two places show phenomenon of coastal: it is a window to the world, but at the same time, a closing. Being close the water is attractive for many reasons, most of all because it is different, unique, associated with being on the border. Closing and, at the same time, opening may be considered as genius loci.

Keywords: migrants, genius loci, Reykjavik, Tricity

Taste of North. Food representations in Polish tourist narratives on Iceland

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After 2004 Poles had become significant minority group in Iceland, which resulted also in creating tourist familiarity of the formerly exotic country (Polish labour migrants gained an opportunity to visit tourist destinations in Iceland, they also serve as a source of information and attract or support the flow of tourists from their home country). The increased presence of Poles in Iceland has its consequences in creating various representations of the country (books, online travelogues), which – in turn – draw not only from individual experiences, but also from existing texts of culture (e. g. Polish historical narratives, internal Icelandic discourses, commodified messages aimed at tourists). In the paper I will look at the Polish representations of Iceland, focusing on the image of Icelandic food they include. As contemporary tourism is not a set of exclusively visual practises, I will investigate into the process of transforming sensual experience (taste) into texts and images. I will be interested in creating tourist imaginaries and establishing symbolic geographies through the statements about food, together with using them as a means of creating 'the self'. The constructs of peculiarity and exoticism, simplicity and purity, savagery and primitiveness, as well as personal risk and achievement will be taken into consideration, while the frame of 'borealism' will be paired with the idea of 'orientalism', well rooted in Polish culture.

Keywords: food, representation, Poles, Iceland, borealism, orientalism

Different discourses of mobility in Iceland. Tourist and migrant workers**Unnur Dís Skaptadóttir**University of Iceland
Iceland**Kristín Loftsdóttir**University of Iceland
Iceland

In our paper we compare discourses of two important types of mobilities, which often are theorized apart from each other. Iceland had a very rapid growth of labor migrants in the economic boom from the late 1990s to 2008, followed by a more recent escalation in tourism to the country, which played a central role in the country's economic recovery. In our discussion we show how these developments have shaped Icelandic society in recent past, furthermore, as comparing different discourses in Iceland associated with migrants and with tourism. We place these discourses into the context of the vast economic and social changes in Iceland in the last two decades. In both cases some degree of a moral panic can be discerned, where the changes are commonly discussed as too fast and out of control. We ask how these discourse about immigrants and tourists reflect persistent ideas of Icelandic national identity as related to purity of nature and language, but also in what ways they show Iceland's shifting position within the global economy. Our discussion maps out the differences between these two different kinds of mobilities, that to some extent have to do with complicated power differences both on local and global level.

Keywords: discourse, migrants, tourists, Iceland

THE DYNAMICS OF NETWORKS, NETWORKING AND INNOVATION IN THE TOURISM INDUSTRY I AND II (SESSIONS 19 AND 24)

Session I: Saturday 3rd October 11:00-12:40

Location: Hekla I

Session II: Saturday 3rd October 13:30-15:10

Location: Hekla I

Session organisers

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Networks and networking between tourism actors have recently received increasing scholarly interest. Networks have varied characteristics in terms of structural properties (such as density, clustering) and relational properties (such as trust, tie strength). Network relationships can involve strategic alliances, distribution channels, supply chains, as well as local destination networks and regional clusters, and be studied from either a firm or whole network view. While much research on network relationships are static and cross-sectional, we have comparably less knowledge related to dynamics, development, and the role of actors and their (inter-)action (networking) to generate knowledge transfer, learning, innovation and responsible value creation, including sustainability. Networking among tourism enterprises can be important for innovation in tourism, as it may help companies to develop and exploit new ideas for tourism products and services, and become more responsible. The literature emphasizes the importance of clustering, localized knowledge, transfer, resource utilization, multiplexity, social glue, and destination governance, among other issues. *The Scandinavian Journal of Hospitality and Tourism Research* are preparing a call for papers on these issues, and this Special session invite papers that address network dynamics, learning, and innovation in responsible tourism, and represent an opportunity for authors to get feedback on potential contributions.

Place innovation

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In order to further develop existing knowledge on innovation networking within the tourism industry, this paper investigates how 'place innovation' can be established and used as an encompassing concept for the innovative networking and development of places (in terms of destinations, cities, communities, regions, countries etc.). Place innovation highlights the alignment between social, cultural, economic and material aspects of place development and addresses co-creation among several stakeholders simultaneously. The potential of innovative interplay between three aspects of the identity of a specific place is especially focused in place innovation: 1) the configuration, i.e. design and architecture, 2) the content, i.e. public and commercial services, activities and events, business life, 3) the marketing, i.e. internal and external place branding. Each aspect is analyzed by its ability to innovatively attract three stakeholder groups simultaneously: citizens, visitors and businesses. Place innovation thus serves as a springboard for networking between tourism companies, design companies, destination organizations, municipalities, regions and researchers in the development of innovative approaches to encompassing development of attractive places. The study is designed as a multiple case study of a selection of empirical cases of community development in Swedish Lapland, a region known for its innovative approaches to turn the cold climate and long distances into internationally attractive tourism experiences. The participatory research approach of the study implies joint knowledge development by innovation researchers from Luleå University of Technology (LTU), intermediaries/facilitators from Swedish Industrial Design Foundation (SVID) and participants from the studied cases (e.g. representatives from companies, organizations and municipalities)

Keywords: Place innovation, destination design, tourism design, place configuration, place management and networking

Innovation among nature-based tourism companies in Norway

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Fredman and Tyrväinen, (2010) stress the importance of the tourism industry. Hjalager (2010) highlights the value of innovation and networking as contributors for development within the sector, and further points to the need for improved measures on innovation in the tourism industry. According to Alsos, Eide and Madsen (2014) research-based knowledge on innovation in tourism firms remains scarce, and it remains to enhance the understanding of how the potential can be further developed and exploited. This paper contributes with new knowledge about innovation and networking among nature-based tourism companies in Norway.

We have examined differences between nature-based tourism firms across the five regions in Norway (cf. Visit Norway's regions): Northern Norway, Central Norway, Western Norway, Southern and Eastern Norway. Our findings point out some interesting differences among the regions: The companies located in northern Norway experience an increased profitability and turnover compared to the businesses further south. The companies in the north are also more optimistic about the future. Previous research points to a connection between networking and innovativeness, and innovativeness and performance (Nybakk et al., 2008). We will test if there are regional differences in attitudes towards innovation and participation in network. Further we will try to explain regional inequalities by implementing innovation- and network theory.

Finally, implications for tourism policy will be discussed.

The empirical data are part of a 2013 national survey of nature-based tourism companies in Norway collected by The Norwegian University of Life Sciences. 684 nature-based tourism companies responded to the survey, a response rate of 38 %.

Keywords: Innovation, regional differences, network

Towards a multi-level framework of collaborative innovation in tourism

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Tourism companies share resources and need to collaborate in order to develop and innovate. However, in the literature on tourism innovation, many different types of collaboration can be found, and it is unclear what role they play for innovation. In the growing research field, scholars use such terms as 'tourism network', 'destination', or 'innovation system' or combine few of them. The purpose of this paper is to describe and compare six different perspectives on collaboration and discuss their role for innovation in tourism. The review also discusses the type of mind-set that underpin the different types of collaboration ranging from the more personalized firm-to-firm collaboration to more generalized forms of collaboration with stakeholders within an institutionalized environment.

Keywords: collaborative innovation, institutional embeddedness, multi-level framework, tourism

Serious leisure- a resource reservoir for adventure tourism development?

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Based on natural resources such as rivers, mountains and glaciers, adventure tourism businesses are almost by definition situated in rural and sparsely populated areas. Previous research has demonstrated the challenges of developing competitive businesses in such an environment.

With case studies from adventure tourism businesses in Norway and NZ (see Løseth, 2014) this research explores how close relations between commercial and non-commercial outdoor activities may enhance processes of knowledge development and innovation in adventure tourism businesses.

Non-commercial outdoor activities may involve what Stebbins (1992) terms “serious leisure”, referring to a person’s enduring commitment and associated knowledge development related to a certain leisure activity. How the forming of milieus of people highly engaged in an outdoor activity such as climbing, river kayaking can benefit the adventure tourism industry has not been well covered in the tourism industry. This research argues that the commitment and often high levels of specialized knowledge found in such outdoor milieus can provide valuable knowledge reservoirs for the adventure tourism industry, both related to the provision of skilled personnel, knowledge development and innovation.

Keywords: adventure tourism businesses, knowledge development, knowledge exchange, serious leisure

Development of a regional cluster in equestrian tourism in North West Iceland

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The purpose of the study is to analyse regional cluster development in relation to horse based businesses in North West of Iceland, which is the region with the highest ratio of horses per person in Iceland. Equestrian tourism and recreation is a special focus of the study and we ask whether and to what extent the growing horse related activities can be seen as a manifestation of an emerging cluster in that field in the region? And if so, how is the competition and the cooperation within the cluster affecting resource utilization, knowledge transfer and innovation in the research area?

The research consists of secondary data analyses and a qualitative research. Secondary data on the distribution of horse based businesses in the area and their field of operation within the horse industry have been gathered in the purpose of mapping the cluster and its regional affect. Open ended interview with operators and other interested parties have also been conducted to gather data for this research.

Preliminary findings indicate that there are favourable conditions for cluster development within the horse industry in North West Iceland and horse-based leisure activity is widely practiced and horse based recreation is under development. Increased demand for services affects the utilization of existing resources. The generation and flow of knowledge between the participants is also influenced and the density and co-location of businesses seem to affect business development and innovation at all levels of the value chain.

Keywords: cluster development, equestrian tourism, competitiveness, innovation, resource utilization, knowledge transfer

Technology and innovation centres in the knowledge networks dynamics of local tourism destinations. An empirical analysis

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A growing strand of literature and regional innovation policies emphasize the importance of relationships between stakeholders as pre-condition to speed up learning and innovation (Goddard et al., 2012). Nonetheless, further empirical research is needed to comprehend the role played by each type of stakeholders in networking and knowledge sharing over time in the case of tourist places. In order to address this concern, the present paper adopts an EEG-REG approach of destination evolution (Sanz-Ibáñez & Anton Clavé, 2014) and applies a “bipartite network” SNA approach for analyzing networks and knowledge dynamics in central Costa Daurada (cCD), Catalonia. Results highlight the central role of a Technology and Innovation Centre (TIC) – in strong partnership with entrepreneurs, business associations, public organizations and the university – which acts as the main hub of an administered knowledge network (Ness, 2014) at the destination. Hence, from the specific experience of cCD, the paper draws some lessons concerning the role of TICs in supporting bottom-up knowledge-based responsible economic development for tourist places.

Keywords: Technology and Innovation Centres, Triple Helix, administered knowledge networks, bipartite networks, evolutionary economic geography, relational economic geography

Return on collaboration (ROC) in the Swedish hospitality industry

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Background: On a highly evolving and changing global market, local cooperation is one of the key success factors for any given destination regardless form of governance. To enhance the visitor experience, local actors work side by side in a competitive environment

Purpose: Cooperation can take many forms at a destination but collaboration also includes a shared focus to reach a certain aim, applicable when developing a destination. A word frequently used in policy documents and a plethora of studies verify collaboration as a powerful tool to higher achievement at a destination.

Does collaboration evolve of itself or is it something that the local governance have to find ways to support and enhance? The local actors may raise questions concerning why, what, how and with whom should I collaborate so that I, and the destination becomes more competitive. When aiming for a higher degree of collaboration crucial factors might for example be trust, size, goal consensus among others.

Approach: This study will focus on various forms of collaboration within a destination. Locate, measure and describe the character of different types and fields of collaboration between local actors. Focus in this first part is the perspective of restaurants and hotels at some strategically chosen destinations in Sweden.

Aim: To locate and define concrete activities and interaction between actors to better enhance collaboration and governance. Ways to develop destinations in terms of efficiency, allocation and return for the single actor, sector and destination.

Keywords: *Cooperation, Collaboration, Restaurant, Hotel, Hospitality Industry, Destination, Governance*

Cluster dynamics and innovation practices in Norwegian tourism

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According to Hjalager (2010) “there is an incomplete understanding of how innovation processes take place in tourism enterprises and organizations, including what types of capacities and incentives they draw on”. This paper addresses this gap by focusing on the role of clusters and networks in the innovation processes. Research question is: In what way does participation in business clusters and networks affect the innovation processes of tourism organizations?

To explore this question we purposely selected tourism organizations belonging to different sub-sectors of tourism, including hotels, transport companies, art and culture institutions and experience companies. Managers of different firm levels were interviewed during 2014 and 2015. Our discussion is founded on more than 60 interviews, as well as applied research from cooperation with the USUS cluster in Southern Norway. The paper is based on innovation theories focusing both resource- and process oriented service practice (e.g. Froehle & Roth 2007, Tidd and Bessant 2013, Orlikowski 2002), combined with theories of applied phenomenology.

Our preliminary findings suggest that collaboration with external actors was common during the innovation processes in all sub sectors studied. However, more rarely the actors collaborating during innovation processes came from the same formal business cluster or network. Clusters and networks played a more indirect role during the process where participants increased their level of knowledge and subsequently most likely their innovation capabilities and innovativeness. We question, however, if business clusters and networks could also contribute more directly to their members’ innovation processes and suggest that further research discuss this.

Keywords: innovation practice, external actors, cluster dynamics, value chain, applied phenomenology

CONDUCTING HIGH QUALITY TOURISM – AND HOSPITALITY RESEARCH –
REFLECTIONS AND DEMONSTRATIONS OF METHODOLOGICAL APPROACHES I AND II
(SESSIONS 20 AND 25)

Session I: Saturday 3rd October 11:00-12:40

Location: Hekla II

Session II: Saturday 3rd October 13:30-15:10

Location: Hekla II

Session organisers

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The number of available research tools and approaches are growing and becoming increasingly advanced. An essential part of high quality research is to select suitable methodology and apply the methods appropriately. In this session, we would like invite for reflections on theory of science and discuss research methodologies within tourism and hospitality research. The purpose is to stimulate a greater diversification of applied research methodologies and promote further development of research quality within the field. We hope that the session will be the first in an annual series of sessions on research methodology and want to start with a general session on methodology followed by topics that are more specific the next years. We invite for conceptual papers as well as papers reporting empirical studies applying novel or unusual methodologies within tourism and hospitality research.

Examples of relevant topics:

- Theory of Science as research basis
- Review study methodologies
- Case study research
- Mixed methods
- Experimental research
- Multilevel modelling
- Panel studies and longitudinal studies
- Repertory grid and Q-sort methodology
- Classification of qualitative data

Grounded theory as contextual specification- abstraction by integration and differentiation**Øystein Jensen**University of Stavanger
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This paper addresses the process of generalization and differentiation within substantive theorizing using grounded theory as the basis. The theory development process is judged by three theory evaluation criteria; scope of knowledge, differentiation of detail, and parsimony. Differentiation is understood as category development by contextual specification of a particular substantive area. The process of theory development is described as movements in different directions on the "ladder of abstraction" and thereby gradually reaching higher abstraction levels. This is visualized by the attaining of higher levels within the conceptual category "pyramid". The article deals with problems of transcendence from a specific context and distinguishes between generalization by population and analytical generalization. As the inductive, grounded theory procedures represent the point of departure of the discussion in the article, a "quasi-inductive" approach is also suggested as an alternative way for enriching theory refinements. The description of the process of moving from lower to higher levels in the conceptual category pyramid will be illustrated in detail by an empirical study of meal experiences.

Keywords: substantive theory, theory evaluation, category development, abstraction levels, contextual specification, quasi-inductive approach

Systematic integrative review**Annie Haver**

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Among all types of literature reviews, the integrative review method is the only approach allowing for the combination of diverse methodologies, e.g. experimental and non-experimental, and the inclusion of empirical and theoretical contributions. By systematically synthesizing past literature, the aim of an integrative review is to provide a more comprehensive understanding of a particular phenomenon. A well-performed literature review presents the state of science, contributes to theory development, and has the potential to build tourism and hospitality science, inform future research, practice, and policy initiatives.

An integrative review was performed to determine the current knowledge of and provide a synthesis of current understanding of leaders and followers' emotion regulation strategies related to leadership. It involved identifying, selecting, and synthesizing previous studies with diverse methodologies. A systematic and well-defined literature search strategy, including 10 databases, with inclusion and exclusion criteria was developed. Searches were performed in close cooperation with a specialized librarian. In this process, 309 potential abstracts were screened, 71 articles fully read, and 25 articles included in the analysis. Data analysis includes quality assessment of primary sources, analysing data through sub-group classification, extracting and coding, data display, and data comparison. Comparison of primary sources includes identifying patterns, themes or relationships, or identifying meaningful or higher order clusters. Creativity and critical analysis are key elements in data comparison before reaching the final stage of drawing conclusions and verifying analysis. A review has the potential of identifying gaps in present knowledge, and thus provides bases for further research.

Keywords: systematic reviews, integrative review, literature search, synthesis

Studying inter-organisational relationships in tourism: Review of literature and methodological approaches**Deodat Mwesiumo**Molde University College
Norway**Nigel Halpern**Molde University College
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Tourism is essentially a coordination-intensive industry where value creation involves collaboration among multiple entities. In fact, individual organisations in the tourism industry can hardly create value without coordinating their operations with other organisations. This implies that the success of the industry is highly dependent on effective collaboration between the different organisations involved. Owing to the role and importance of collaboration, numerous studies have been conducted on various aspects of inter-organisational relationships in tourism. However, there has been little attempt to systematically review this stream of research. Therefore, this paper provides a systematic review of previous literature and the various methodological approaches that have been employed. The aim is to develop a classification of the theoretical and methodological approaches, to identify their relative strengths and weaknesses, and to propose alternative approaches that can be applied to the study of inter-organisational relationships in tourism.

Keywords: Inter-organisational relationships; Tourism; Methodological approaches

Show me what you feel and I'll tell you what you think: the development of graphically-based experience measures**Gerit Pfuhl**

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Tove Irene Dahl

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What psychological experiences seem especially important for fostering interest in and care about a region's nature, people and culture? How can we use those experiences to turn tourists into regional ambassadors? To begin answering these important questions, we are developing easy-to-use, graphics-based measures that tourists can use to document their experiences in language-independent ways, vastly increasing the ease with which we can capture and come to understand the experiences of all tourists' experiences, regardless of their native language. We began this work by validating the use of emoticons illustrating positive emotions like excitement. Second, we are currently validating graphic measures that capture more complex feelings like rejuvenation and awe. Third, we are using these to mapping which of the affective dimensions relate to increases in tourist regional interest and care. At the conference we will describe the development and potential uses of these tools and share our first findings.

Keywords: emoticons, animations, graphics, non-verbal, communication of feelings, motivation

Using Nvivo to analyse multiple source data in tourism research

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The aim of this conference paper is to describe how seven generic types of qualitative data analysis can be conducted using qualitative data analysis software program (i.e., Nvivo) in tourism research. I use the general term “multiple source data” to encompass cases where researchers obtain data from multiple informants or data sources (primary and secondary data) or via different methods (e.g. in-depth interviews, content analysis of media sites). I suggest how to approach the following analysis types using the software: constant comparison analysis, keywords-in-context analysis, word count, classical content analysis, domain analysis, taxonomic and componential analysis. In addition, I argue that matrix-coding queries are useful in further advancing the analysis. The analysis methods are illustrated using data from an ongoing study of incoming tour operators’ reputation management strategies.

Keywords: Nvivo, qualitative analysis, multiple source data

Methods to estimate the number of tourists in destinations

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Number of visitors in a destination is one of the basic information for managers when planning and improving infrastructure. The importance of knowing the number of visitors in a destination is well known by managers of nature sites. Counting vehicles that arrive at a destination is a common method of obtaining the number of visitors. The number of visitors can be computed from the number of vehicles arriving at the site if the average number of people in each vehicle is known. This has to be found by hand counting people both in buses and private cars and finding the ratio between buses and cars. To obtain reliable data the vehicle counters need to be calibrated carefully. The counting and calibration has to be done at each site on different days and in different seasons as the calibration constants are not necessary the same for all seasons nor destinations. There are several reasons for this. The ratio between buses and family cars is likely to vary between weekdays and holidays as well as between seasons and therefore the average number of people in each vehicle. The ratio between buses and cars has so far been found manually at each site. The manual calibration is time consuming and expensive, therefore it can be valuable to be able to collect this information automatically. A test where a radar counter is used to obtain this ratio in a popular destination in Iceland will be presented.

Keywords: Number of visitors, counting vehicles, methodology, nature destinations, management

On event attendees' determinants of spending – Integrating meta-analytic findings with empirical research**Julian Hofmann**University of Southern Denmark
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Denmark

Reliable information about the spending patterns of event attendees and their determinants are essential for the management within an event-host destination (Kwiatkowski & Oklevik, 2014). Moreover, these information are important with respect to future ex-ante estimations of the economic impacts of events in the context of cost-benefit analyses (Preuss, Seguin, & O'Reilly, 2007). However, the existing empirical studies do not provide a clear-cut picture of event attendees' consumption patterns in general and its determinants in particular. Consequently, it is the aim of this study to analyze the determinants of attendees' spending at three non-mega events, which were hosted in Norway, Denmark, and Northern Germany in 2012 and 2013. The empirical analysis departs from a statistical integration of the previous existing findings in the literature on event attendees' determinants of spending by means of a meta-analysis which lays the groundwork for their further empirical examination based on primary data (n = 2,168) from the three above mentioned events by means of a Tobit model. The project is novel in regard to exclusively focusing on (a) smaller scale events that recently have experienced a growing interest in being hosted by many destinations worldwide and, from a methodological point of view, (b) the chosen empirical approach of combining secondary and primary data based research, which guarantees more reliable estimates on event attendees' consumption behavior. The results demonstrate that there are meaningful differences between event attendees' determinants of spending among the three considered events.

Keywords: Determinants of spending; non-mega events; economic impact; meta-analysis

Measuring consumer experiences and enhancing personal well-being through self-tracking technology**Juulia Räikkönen**University of Turku
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Finland

Various organisations strive to provide emotional consumer experiences in order to stay competitive. Meanwhile, individuals' interest in their health and well-being has increased significantly, creating new markets for, e.g. self-tracking technologies. Both trends are related to the increasing economic affluence and leisure time, demographic shifts, and changes in values and lifestyles. According to experiential marketing, consumers no longer simply buy commodities but express their personality through consumption habits. Additionally, consumption has become a culturally accepted means of seeking happiness, well-being, and quality-of-life. But as the relationship between materialism and well-being is questioned, consumption often focuses on non-material well-being, self-development, and experiences.

Experiences employ a unique combination of cognitive and emotive processes. Recently, the emotional characteristics have been emphasized as the attention has shifted from the idea of experiences as displayed objects provided by the industry to the consumers' subjective negotiations of meanings. However, regardless of their emotionality, consumer experiences are still often measured with mainly cognitive measures (quality, satisfaction, value). Even specific experience scales seem to be just extensions of these traditional methods and, thus, too limited for capturing the holistic nature of experiences. Consequently, there is a need for developing alternative methods for evaluating experiences.

Previous studies have examined emotions in relation to consumer experiences, but this study introduces a new method for facilitating this task. Emotion Tracker® is an easy-to-use application for identifying and analyzing emotions. The paper discusses how this self-tracking technology could be integrated in research practices to enhance understanding of emotional consumer experiences in various contexts.

Keywords: Consumer experience, emotions, measurement, wellbeing, self-tracking

Multilevel analysis in hospitality and tourism research: A didactic example**Torvald Øgaard**

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Tourists as well as employees are embedded in social structures. Tourists travel in groups. They visit specific establishments and destinations, they come from different countries and cultures. Employees come from different cultures and backgrounds, they belong to different work groups, teams and departments, they work in specific organizations that are located in specific destinations and may belong to larger enterprises or are members of integrated networks and chains. Even though a thorough investigation of tourism and hospitality phenomena would require that the hierarchical structure of study units should be taken into consideration, only a few multilevel studies of industry phenomena have so far been published in hospitality- and tourism journals (notable exceptions include e.g., Hon, 2013; Hung, Shang, & Wang, 2013; Mathisen, Øgaard, & Einarsen, 2012).

One advantage of multilevel analysis is that it opens up for simultaneous analysis of individual- and group level phenomena, allowing for true multilevel theory building including cross-level effects. Multi- and cross level theory thus offer a promising avenue for much more profound understanding of tourism phenomena (e.g., Haugland, Ness, Grønseth, & Aarstad, 2011). A second advantage of multilevel analysis is that it is a powerful way of addressing the cluster sample structure of data in cross sectional tourism studies (see e.g., Hox, 2010). If our samples include employees of different organizations, individual employees are not directly comparable across the organizations, and if the data are analyzed without precaution, biased and unreliable estimates may result (e.g., Warne et al., 2012). The same reasoning applies if we pool customers that have been guests of different establishments and destinations.

In this ongoing study we discuss the roots and consequences of multilevel phenomena and present a didactic example of a multilevel study of organizational culture and employee- and customer satisfaction. Data are analyzed with multilevel structural equation modelling (MSEM) based on the standard LISREL program.

Keywords: multilevel analysis, tourism research, didactic example, LISREL

SHARING SPACE WITH TOURISM (SESSION 21)**Session: Saturday 3rd October 11:00-12:40****Location: Katla I****Session organiser****Guðrún Helgadóttir**Hólar University College and Telemark University College
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The aim of this session is to explore tourism tactics and narratives that shape and reshape understandings of lived experiences of tourism becoming a dominant player in rural communities. This is to follow up Abram's (2014) suggestion "...that in looking at how we learn to do tourism, at how we create 'tourism' as a field of action and research, we might open up productive ways to understand those practices and, potentially, to change them (p.75)."

Around the globe, tourism development is regarded an important move towards a more dynamic and attractive community. Tourism is in this, regarded as an empowering and energizing force with the capacity to reinvigorate communities in decline.

This session explores material and intangible manifestations of both entrepreneurial logic and strategies for tourism development, and how people in a rural community embrace the expanding and role of tourism in their community. In other words, what happens when tourism development becomes the frame of reference in a particular place or region?

Food, people and place. Performing rurality through tourism in Iceland**Laufey Haraldsdóttir**Hólar University College
Iceland

This paper looks into small tourism entrepreneurs perceptions of themselves and their surrounding in the rapidly growing tourism in Iceland. Based among other on interviews with entrepreneurs in sparsely populated areas in South, West and North part of Iceland, the aim is to investigate their everyday lived experiences as tourism operators. Different representations in relation to perceived reality will be looked into, and special emphasis is placed on analyzing if and in what way the tourism operators use food and food culture as a performance medium in their expression of localness. Also their potential role in creating and consuming at the same time “the recently acknowledged quality of rurality” (Ilbery, Saxena and Kneafsey, 2007:441) will be examined. The contribution will provide an understanding of what tactics and narratives rural tourism entrepreneurs use to make sense of their daily lives in interaction with the steadily growing tourism in rural areas in Iceland.

Keywords: Rurality, performativity, small tourism entrepreneurs, food

Building on built capital: Tourism lessons from altering the physical infrastructure of a town**Carol Kline**

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United States of America

Nancy McGehee

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United States of America

John Delconte

University of Massachusetts
United States of America

This paper focuses on the impacts of physical infrastructure changes of seven small communities in rural Appalachian North Carolina. In each case, a modification of the built environment was introduced into the life of a small town, which set off a ripple effect of changes resulting in community-based tourism. Seven towns participated in a qualitative study documenting the impacts of a regional development program. Using Flora's (2004) Community Capital Framework (CCF), the impacts were categorized into one or more capitals to discover themes regarding the community realms that were most immediately and predominantly affected. Over 120 interviews revealed a myriad of patterns regarding how change in one capital triggered change in others, and how the residents felt about these changes.

The installation of streetlights, renovation of a public meeting house, exterior restoration of a historic courthouse, creation of public art to hang on barns, and the construction of a gazebo, a musical stage and a creek walk all created shifts in the community's psyche, fostering confidence, camaraderie, gratification, and a sense of purpose. Additional effects include spin-off projects, increased tourist visitation, elected official support, and a more entrepreneurial community. Additionally, the physical changes in their 'community space' became symbols of positive change and hope and of taking control of one's tourism economy.

Keywords: Built environment, small rural communities, community space, community tourism

Laying new eggs in the harbour. Reinventing place identity in an Icelandic fishing village**Magnfríður Júlíusdóttir**University of Iceland
Iceland

In the 21st century tourism has become one of the main paths in regional growth policies and reinvention of declining fishing villages around Iceland. After losing mobile fishing quotas, setting out nets for catching a bigger share of domestic and international tourist demands creating a new place identity.

Through a case study from a village in eastern Iceland, in-between fish industry and tourism, the paper traces narratives and material changes that are part of the tourism development path in this place. Apart from emphasis on local resources in the form of historical heritage and scenic nature, global networks in art creation and ideas shape the place reinvention. Questions on the sociospatial relations in setting priorities and main themes in the tourism development narrative are raised. Are these well embedded in the local community, everyone singing the same melody?

Keywords: Regional growth policies, tourism development, sociospatial relations

With or without? Realizing the benefits and risks of the increased tourism flows in the Russian Arctic

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Remote areas of the Russian Arctic has being increasingly utilized as pleasure peripheries for the more affluent residents of the Russian urban areas during the past decade of the 2000s. Even previously closed military settlements along the coast of the Barents and Kara Seas are now being open to the tourists. The study is based on the qualitative analysis of the experiences of two tourist companies specializing on the development of the adventure tourism experiences. The participants shared their stories on how the representatives of local political elite are trying to oppose themselves to the changing realities of the tourism development. The arguments put forward by the local residents are, however, in favour of this development claiming that tourists' visits represent a necessary addition to their ordinary life and as one of the forces for further revitalization of the service provision and facilities that would benefit local community at first place. These opposing views should be taken into account in order to develop a strategy allowing the consolidation of the stakeholders' viewpoints. Another serious concern, is the absence of the functioning system for the community planning that is both socially and environmentally sensitive. The reliance on nature as the source for the adventure tourism development needs to be reconsidered and adjusted to the pressures of changing climate and realities of every-day life of the Arctic rural communities.

Keywords: Pleasure peripheries, adventure tourism, arctic tourism, tourism development

Don't change a thing! Tourism on my doorstep

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This is a reflection on my experience of living „in a postcard", that is living on a tourism site, more specifically a rural heritage site. Autoethnography and memory work form the methodological basis for the paper. The basic agreement on what counts as an autoethnography is a very broad definition „by using autoethnography, researchers can use their experiences, together with those of other participants, to complement their research" (Smith, 2005: 71). Anderson (2006) posits two distinct autoethnographic traditions, evocative and analytic. The evocative lies closer to arts based inquiry, creative writing and performance. Notable proponents of the evocative tradition in autoethnography are Ellis and Bochner (2000), authors of a chapter on the method in a popular research methods textbook. The analytic tradition is according to Anderson (2006) been ‚the road less traveled by' to borrow from Robert Frost. My experience relates to themes of social and cultural sustainability of tourism, specifically the impacts of tourism on perceived quality of life.

Keywords: Autoethnography, heritage site, rural tourism, community, quality of life

RESPONSIBLE ENGAGEMENT WITH ANIMALS IN TOURISM (SESSION 22)**Session: Saturday 3rd October 11:00-12:40****Location: Esja II****Session organisers****Georgette Leah Burns**The Icelandic Seal Center and Hólar University College
Icelandleah@holar.is**Sandra Granquist**The Icelandic Seal Center, Institute of Freshwater Fisheries and Stockholm University
Iceland and Sweden

The 2002 Cape Town Declaration on Responsible Tourism is commonly cited as the defining source for the tenets of responsible tourism. It describes seven key characteristics of responsible tourism that address the power differentials between different tourism stakeholders, including people as well as natural and cultural objects of tourism. Despite playing significant roles as tourism attractions on all continents, animals are ignored, or at best assumed to be included under labels of nature (in juxtaposition to humans as part of culture), in these characteristics. This exclusion compounds the lack of recognised rights and agency afforded to animals as vital components of tourism (Burns 2015).

This session will place animals at the center of tourism discourse to address the issue of how to engage responsibly with them as objects of tourism. Topics for discussion should include (for example) the roles of tourists and tour operators, the impacts of tourism on animal welfare, the efficacy of interpretation and the positioning of animals as stakeholders.

Exploring the boundaries of a new moral order for tourism's global code of ethics

David Fennell

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Canada

I review the claim by the UNWTO that its Global Code of Ethics “is an important frame of reference for the responsible...development of world tourism”. Most of the prescriptions contained within the 10 Articles and accompanying sections of the Code focus on human rights, freedoms and benefits and much less on specific aspects of the environment. The argument carried forward is that the Code’s overriding anthropocentric tone denies any chance for it to be a truly responsible creed. This is because being responsible should mean taking care of human needs, but also the needs of millions of animals that are used annually in the tourism industry for human enjoyment and benefit. As such, we fail in our bid to be truly responsible when our “frame of reference” is not inclusive or protective of the welfare of those beings who, by virtue of their involvement as workers, entertainers, and competitors, are an important part of the fabric of the tourism industry whether we choose to acknowledge it or not. I conclude by suggesting that animal ethics is an area of scholarship that is virtually terra incognita in tourism studies, and by recommending that the UNWTO reconvene to amend the Code with the aim of making it representative of the needs of the entire tourism community.

Keywords: Code of ethics, anthropocentrism, speciesism, responsible tourism, animal welfare

Shifting consumption patterns towards ecotourism: from shark soup to shark diving**Katarzyna Negacz**Warsaw School of Economics
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The goal of this paper is to analyze the consumption of ecological tourism services based on the example of shark diving tourism in Taiwan. The shift to ecological consumption influences marine tourism industry in Taiwan. Among the many species of fish, sharks play a special role due to the tradition of consuming shark products in countries inhabited by the Chinese population. Offering dishes based on sharks to guests showed hospitality, brought happiness, health and wealth. Currently, the role of sharks in Taiwan has changed and increasingly more people decide to protect them. As a consequence, educational campaigns have started, followed by a growing demand for tourist services related to sharks, especially watching those animals in their natural habitat.

The paper analyses how changes in environmental awareness and embeddedness of Taiwanese tourism in its socio-institutional surrounding enable development of shark-related eco-tourism. Preliminary results show that companies position their operations partly as an introduction of the sustainable development concept and partly as an opportunity of maximizing profit. It is also an alternative source of income for the local community but may create problems in resource management. The research method applied in the paper is a case study supported by literature studies, as well as individual interviews. Results of the secondary materials analysis will be complemented by field results of empirical research of conducted by the author.

Keywords: Sharks, eco-tourism, marine tourism, Taiwan, embeddedness, environmental awareness

Catch & release in salmon angling tourism: Animal cruelty or conservation of stocks?**Stian Stensland**Norwegian University of Life Sciences
Norway**Øystein Aas**Norwegian University of Life Sciences and Norwegian institute for nature research (NINA)
Norway

This paper explores the attitudes and beliefs of salmon fishing tourism stakeholders to various aspects of catch and release angling (C&R). Empirical data are based on several surveys of landowners and international anglers in Norwegian rivers. Modern catch and release angling originated in the US in the 1930s out of resource concern, because a “gamefish was too valuable to be caught only once”. C&R for Atlantic salmon (*Salmo salar* L.) originated in the United States and Canada, and became part of formal regulations in the mid-1980s. From the mid-1990s on Scotland, England, and Wales had a significant increase in C&R. The famous high-end products in Iceland and Russian Kola Peninsula are also merely C&R fisheries. In Norway, salmon anglers’ C&R behavior is changing fast, going from zero less than 10 years ago to 20% in 2014. However, the registered C&R rate in Norwegian rivers varies from 0 to more than 50%.

Although C&R is increasing, it does not happen without debate and conflict. Some anglers see C&R as a duty, while others see it as animal cruelty that should be banned. Landowners and the general public also have a say, and finally, there is the animal rights movement objecting to the practice of “hurting for fun”. The paper ends with a discussion on the implication of C&R for the future development of salmon fishing tourism.

Keywords: animal rights, behavior, ethics, social norms, sport fishing, stewardship

Codes of conduct for seal watching: An investigation of guidelines for human behaviour**Elin Lilja Öqvist**

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Georgette Leah Burns

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Seal watching as a form of wildlife tourism is becoming increasingly popular worldwide. Changes to seal behaviour caused by the presence of tourists could lead to negative consequences for seal welfare and reduce the opportunity of seeing these wild animals for humans. Therefore, managing seal watching activities to ensure protection and conservation is important.

Codes of conduct for how to behave around animals are one strategy to regulate wildlife watching and are often easier and quicker to implement than laws. Teleological codes, explaining the consequences for wildlife if the code is not followed, appeal to the responsibility and moral obligation of tourists, and may thereby increase incentives to act appropriately.

This study analyses the content of 33 codes of conducts for seal watching. Results show that in many areas where seal watching occurs no regulations or guidelines exist. The content and detail of the codes varied and the guidelines they provided was often insufficient to offer adequate protection of the seals. Few of the codes were developed in cooperation with scientists or stated that the content was based on research. Further, a majority of the codes were not presented in a teleological way.

More research on seals and the tourists watching them is needed to better understand how tourist behaviour affects seals and how disturbance could be minimised.

Keywords: Wildlife tourism, Seal watching, Codes of Conduct, Tourist Behaviour

Interpretation in wildlife tourism: Assessing the effectiveness of signage to modify visitor behaviour at a seal watching site in Iceland**Sarah Marschall**The University Center of the West Fjords
Iceland**Sandra Granquist**The Icelandic Seal Center and Institute of Freshwater Fisheries
Sweden and Iceland**Georgette Leah Burns**The Icelandic Seal Center and Hólar University College
Iceland

The effectiveness of signage to modify visitor behaviour and reduce negative impacts on wildlife was assessed at a seal watching site on Vatnsnes peninsula in north west Iceland. From July to September 2014, 2440 visitors were observed and their behaviour recorded. To test whether type of information has an influence on behaviour, visitors were exposed to either deontological (instructions without explanations) or teleological (instructions with explanations) signs. A control group was also observed when no signs were provided. Regression analysis and χ^2 -tests were used to interpret the results. The results showed that visitor behaviour most often improved if signs were present and that under some conditions teleological signs were more effective than deontological ones. Group type often had a significant influence on behaviour, with families having the most intrusive behaviour compared to singles, couples and other groups. We conclude that the use of teleological signs is advisable since they demonstrate similar or better effectiveness than deontological signs.

Keywords: Wildlife Tourism, Interpretation, Signage, Seal Watching, Behaviour

Engaging with horses: mutual wellness of horses and guests in equestrian tourism

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Iceland

Equestrian tourism including short and long riding tours, horse shows and events is growing in Iceland. The only horse breed on the island, the Icelandic horse, has in the last decades obtained a new role as a leisure horse for domestic horse people and an increasing number of foreign visitors.

The research presented here contributes to a growing field of academic research on equestrian tourism. The research raises the questions, if and how equestrian tourism can create a mutual benefit of horses and guests in equestrian tourism, including increased wellness of, and bonds between, humans and the animals included in the leisure.

References on positive medical, physical and emotional impacts of horses on humans go back for centuries and it has been suggested that some fields of equestrian tourism can be developed and marketed as wellness tourism. Developing and marketing equestrian tourism as wellness tourism includes product development focusing on the wellness of the guests and the benefit they gain from being on and with the horses. Consequently, this research also addresses, if and how the welfare of the horse is ensured in the environment of a growing product development, marketing and business operation in the field of equestrian tourism in Iceland. The research is conducted through a literature review, open-ended interviews with operators and web page analyses of operating businesses.

Keywords: equestrian tourism, wellness tourism, innovation, product development, horse welfare

CO-CREATION IN TOURISM: THE RIGHT DIRECTION TO ENSURE A TOURISM FOR ALL (SESSION 26)

Session: Saturday 3rd October 13:30-15:10

Location: Katla I

Session organiser

Mònica Molina Hoyo

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Tourism is an activity that should be available to everyone, without exception. Human diversity is varied, so must think and rethink tourism products and services, so that they can be used by the maximum number of tourists, including people with disabilities, the elderly, children, pregnant women, etc. These groups in Europe in 2011 represented 138.6 million people. According to the Secretary of UNWTO "Accessibility is a crucial element of a policy of responsible and sustainable tourism". It is a matter of human rights and is also an extraordinary business opportunity. Above all, we must realize that Accessible Tourism is not only good for people with disabilities or special needs, is good for everyone.

The definition of inclusive projects should be designed jointly by the organization and its different audiences. The co-creation of tourism products through different types of community involvement allows us to obtain a design for all, and a social cohesion and bonding with the institution. A case study at the Maritim Museum in Barcelona shows us how a close relation between the organization and the people with visual impairment can create expositions and museum spaces accessible for all. The objective of the session is to open debate around the benefits of including different publics into the tourist product design.

Co-creation through innovation with users. Case analysis with SD logic and Lead user theory

Einar Svansson

Bifröst University
Iceland

Sigrún Lilja Einarsdóttir

Bifröst University
Iceland

This paper analyses an innovative organization with two lenses of theory. The SD logic of marketing is a concept put forward by Vargo and Lusch (2004, 2008) and incorporates experience value, co-creation and relational marketing. The Lead user (B2C, B2B) put forward by Erich von Hippel (1986) is defined as a user ahead of the population in a rising trend, and more frequently innovates if the user's extreme needs or tastes call for a better solution. The research method is a case study of the Blue Lagoon, a leading tourism organization in Iceland that has in 20 years changed into a world leading mass spa with about a half a million guests each year. This tourist destination was recently selected as one of the 'Wonders of the World' by the National Geographic magazine. The start of the Blue Lagoon was initiated by a Lead user, a psoriasis patient that had a strong need to heal his skin. The analysis shows that Lead user theory and SD logic have common features that can help to understand the tourism innovation as an actor network. The paper shows innovation as co-creation where many actors (human and non-human) can take part. A balanced view seems to be appropriate using both top-down management strategy and the more open innovation perspectives that co-exist for enhanced value creation.

Keywords: Co-creation, Innovation, SD logic, Lead-user, tourism, Actor Network Theory

Innovation for sustainable value facilitation in experience tourism: Exploring insights from service-dominant logic

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Carol Kline

Appalachian State University/Walker College of Business

United States of America

This paper discusses how tourism businesses can innovate to improve the facilitation of value co-creation of all stakeholders involved. It is argued that if a responsible service-dominant worldview is adopted, innovativeness, creativity and sustainability can become prevalent in the tourism experience sector. In recent years, service-dominant logic has gained increased attention in both marketing and management research due to its focus on co-creation. Based on the idea that characteristics of products and services influence the unevenness of co-creation processes across tourism sectors, this paper uses sustainability principles as a lens to explore the meaning of service-dominant logic for innovation in experience tourism. Drawing on existing research and the example of whale watching tours, the paper discusses the relevance and usefulness of applying service-dominant logic to experience tourism research and practice in order to contribute to sustainable development and value creation in this sector. Insights from service-dominant logic can have important implications for innovation and hence sustainability because they can affect the strategies for increasing value co-creation of stakeholders involved and expanding tourist participation in their proposed activities. The paper proposes innovation principles and guidelines based on service-dominant logic and sustainability, and as such, can be useful for both researchers and practitioners.

Keywords: Service-dominant logic, co-creation, innovation experience-based tourism, whale watching, sustainability principles

RESPONSIBLE GEOGRAPHIES AND LOCAL REALITIES OF TOURISM IN THE NORDIC PERIPHERIES (SESSION 27)**Session: Saturday 3rd October 13:30-15:10****Location: Esja II****Session organisers****Jarkko Saarinen**

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In tourism the Nordic countries are often characterised by the images of the rural and natural landscapes and wilderness areas. These stereotypic images are attracting growing numbers of tourists to the Nordic countries and their peripheral regions. This has created high hopes and expectations of local and regional development based on tourist consumption. However, resources used in tourism are also increasingly contested by competing land uses and ongoing environmental change, which has created increasing conflicts in development discussions and practices. Therefore, many attempts to develop tourism and especially the use of tourism as a tool for development in the Nordic peripheries have failed. These relationships between idyllic images, high expectations and local realities are the contrasts this session aims to discuss and analyse. The session invites papers assessing these contrasts in the Nordic countries from a responsible tourism and geographies perspectives, focusing on the ways in which local and regional development is meant to gain from tourism development in the peripheral areas. Both theoretical and empirical contributions are welcomed.

From reindeer herder to tourist Entrepreneur. Do expectations meet realities?

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Tourism is often claimed to be the savior of peripheral regions in Scandinavia. In Northern Sweden correspondingly tourism has been proposed to create employment opportunities and help preserve indigenous culture. Though there are numerous studies on the topic, they are lacking in a time dimension and comprehensiveness. Often they are based on limited case studies and narratives of those members of the indigenous population who have engaged in new activities successfully. Detailed data available from Statistics Sweden allow for an all-inclusive assessment of the transition from a traditional rural industry into tourism, including the economic and spatial consequences of such a transition. With this in mind, this work aims to investigate on a national scale the role of tourism for individuals involved in the predominantly indigenous industry of reindeer husbandry in Sweden. It specifically asks to what extent tourism makes up a realistic alternative development strategy of regions in the Swedish north and it examines the individual and geographical characteristics of those involved in tourism. By revealing the local reality of the phenomenon on a large scale this research intends to add integral knowledge to the existing body of literature regarding the restructuring of traditional rural industries into tourism in Northern Sweden. Results indicate tourism to be only a small percentage of alternative occupations, with women being most likely to be involved in it. Involvement in tourism is also shown to differ among regions.

Keywords: reindeer herders, indigenous tourism, rural, Sweden

Touring mines and mining tourism: The case of northern Sweden

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The European Arctic is sometimes described as a natural resource periphery even though others choose to label it a pleasure periphery. Regardless of the terms used, the region is characterized with problems such as out migration and demographic issues. This study wants to investigate why there are such different perceptions of the same area and if there is any contradiction between natural resource industries and the tourism industry. This is done by conducting interviews with a variety of different respondents in three mining communities in northern Sweden. Mining tourism is a phenomenon occurring in this periphery and can be regarded as a circumstance where the two main perspectives meet while being a rather overlooked form of tourism. This is partly due to the low level of knowledge regarding its impacts, but also owing to a somewhat established idea of mining tourism as a “bad” form of tourism. This paper suggests that mining tourism is an established part of the broader tourism industry which has the potential to expand into regions that otherwise might offer few attractions to tourists. Today, this tourism form is at different development stages and therefore has various impacts on local communities. The findings of this study suggests that the mining industry does not constitute a contradiction to tourism. Instead, the mining industry contributes to tourism, leastwise in terms of standard technical visits and at best, a well-developed tourist attraction that appeals to visitors in quantities similar to iconic attractions such as the Icehotel.

Keywords: mining tourism, regional development, periphery, Sweden

Enclavic tourism spaces: Dialogues of spatial homogenisation and differentiation in tourism development in northern Finland

Jarkko Saarinen

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In many places tourism has become an important policy tool dedicated to regional development. Especially in peripheries, tourism is looked on as having favourable socio-economic impacts. In a positive case tourism can transfer wealth from the richer urbanised 'core' areas to the poorer peripheral regions, and tourism development may encourage communities to value and preserve local natural and cultural resources. In order to do so, however, the regions and localities as whole should benefit economically from tourism. In this respect the role of sustainable and responsible tourism approaches in tourism planning and development have been regarded as crucial. Without implementing such planning and development initiatives and practices tourism may often entail undesirable forms of change for local communities. One manifestation of this is an enclavic tourism development mode. Enclave tourism refers to a form of development characterized by socio-spatial regulations of host-guest relations and related mobilities favouring tourism growth over local and regional development. This kind of tourism can turn enclavic 'all-inclusive resorts' to be 'all-exclusive' for local communities and wider region in development. This paper discusses the enclavic nature of tourism development through an analytical dialogue between spatial homogenisation and spatial differentiation in tourism development with selected case examples from the northern Finland.

Keywords: enclaves, development, sustainable tourism, governance, Finland

Community benefits from walking tourism in Western Norway

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This article explores the importance of institutions and social capital in local communities for value creation from walking tourism. In early 19th century tourism appeared as a source of revenue to a poor Norwegian peasantry, for example by requirements for transportation to desirable walking destinations. This article builds upon a case study on how 4 generations in a rural farming community, for a century, collectively have created values from transport of tourists for walking in Jostedal Glacier National Park. Data have been collected by a narrative approach and triangulation of data sources, like personal interviews and document studies including historical documents written by local historians. Data have been analyzed by means of Institutional Analyses and Development framework (IAD)(Ostrom 2005).

The data illustrates how walking tourism in a small valley have advanced into today's form of nature based tourism; From the previous explorers and renowned mountaineers explored the potentials of inaccessible areas and preceded a gradually increasing number of travelers with the aim of hiking, until the contemporary visits by 300 000 national and international tourists.

Building upon insights from institutional theory, transaction cost theory and theory of social capital this article demonstrate how local farmers through invoking rights of collective character, can safeguard the income from walking tourism through several generations. The article shows how the collective business have arisen and developed under the influence of tourism development, natural capital and property-right regimes. Finally, this article demonstrates the importance of a community's social capital like local values, networks and flow of information for value creation.

Keywords: walking tourism, social capital, community development, collective action, Norway

Shopping tourism as a driving force for regional development

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The twin-town Haparanda & Tornio, located in the northern-most parts of Sweden and Finland, has faced a tremendous economic development during the last decade. The starting point was when the company IKEA decided to locate one of their department-stores in Haparanda in the beginning of the 21st century. Many question-marks was raised how the owners of IKEA could plan for such a location in the periphery of Sweden in a community with just around ten thousand inhabitants? The decision, however, was taken with the insight that more than half a million people could be reached within an hour and half.

It is said that the existing co-operation between Haparanda & Tornio, *Provincia Bothniensis*, a supranational body owned by the two towns, had a very strong impact on the decision by IKEA to start up its business in Haparanda. But the future vision for IKEA was bigger than just the twin-town and greater region was considered in their business plan.

A region is a conceptual definition of space and place, and a social and political construction of a territory. This paper aims to elaborate how the Regional Development has affected the tourism in the twin-town from a sustainable point of view. As many visitors travel long distances to visit IKEA, and a number of other department stores that has followed the location of IKEA, they often chose to stay over-night in the new commercial area and its surroundings.

Keywords: shopping tourism, sustainable tourism, HaparandaTornio, regional development

Is there any responsibility in using tourism statistics? Some examples from Iceland

Cristi Frent

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When approaching the issue of responsibility in tourism statistics, broadly one can differentiate on the one hand between the responsibility of producers of statistical data and on the other hand, the responsibility of users of statistics. While the responsibility of producers is in many cases well established (i.e. official statistical institutions which have to comply with international standards), no discussion has been seen about the responsibility among users of statistics in the particular case of tourism. This paper will investigate the issue of responsibility among the users of tourism statistics in the case of Iceland. Some examples will be illustrative in order to prove a somewhat “superficial” usage of tourism statistics in a country where tourism has significantly increased in the last years. Some misleading interpretations of data have been revealed by clearly overestimating the importance of tourism sector for Iceland (i.e. by labelling tourism as “Iceland’s largest export product”). The consequences of these interpretations can, in the end, impact the status of tourism as an economic sector by creating a false image which everybody accepts.

Therefore, when analysing Iceland’s tourism evolution users of tourism statistics must be aware of the major methodological issues behind the data used. It is also the responsibility of producers of tourism data to clearly explain the concepts, the methods and moreover, the limitations encountered. Overall a learning process is needed among all tourism stakeholders in Iceland in order to avoid the so-called “big numbers syndrome” which looks to be the reality of tourism in Iceland.

Keywords: tourism statistics, responsibility, data users, Iceland

FOOD AND CULINARY EXPERIENCES (SESSION 28)

Session: Saturday 3rd October 15:30-17:30

Location: Snæfell

Session organiser

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This session was created from papers submitted as "other" to the Symposium website. They were chosen by the symposium conveners based on apparent similarity, however there might be considerable variability in the papers' topic, theme and approach. In light of this careful time management will be adhered to so as to insure that you will be able to visit individual papers.

The transfer of hospitality into different institutional settings

Kai Victor Hansen

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Hospitality and service is something all guests takes for granted in hotel and tourism industry in all parts of the world. The same guests will eventually be in contact with hospitals and nursing homes. They will eat, sleep and do activities similar to the life as usual.

Service quality is important to maintain in the hospitality industry. The service quality or SERVQUAL was developed by Parasuraman, Zeithaml and Berry (1988). This needed to be adjusted to investigate eating establishments. Therefore, a newly developed instrument to Meal Eating Establishment Experience Instrument Method (MEEEI) (Hansen, 2014).The meal experience-measuring model is based on different service quality measuring models.

The preliminary results indicates that service on several areas need to be improved in hospitals and nursing homes to get a better score for guests regarding their meal experiences. The need for enhanced meal experiences for guests in hospitals and nursing homes are important. Areas for improvement are personal service, restaurant environment, eating situation, and company (guests eating together).

There is a need for further research on this area to Improve quality of life among guests so that their experience around the meal are equal to the service delivered of restaurants outside hospitals and nursing homes.

Keywords: Meal experiences, service quality, eating establishments, quality of life, guest experiences

Acceptance of sustainable practices for local food: An international example

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Since about one third of a tourist's budget is used for food, research into sustainable management practices of restaurants is timely. And local food helps define the regional identity. Restaurants are now seeking locally sourced food.

This study explores the importance of locally sourced food to restaurant managers, and the acceptance of management practices using the United Nations' Global Sustainable Tourism Criteria (GSTC, 2008) at restaurants from Switzerland, the United Kingdom, the United States and the Turks and Caicos. Excluded from the sample were chain restaurants since purchasing policies may not be locally controlled. All in all 77 surveys were collected, yielding an approximate 28.9% response rate across the four locations. Due to the nature of the data collection the response rate is approximate since the total population could vary for each geographical area.

The importance of local food varied across our sample. On the islands of Turks and Caicos for example, despite an agricultural history, most food is imported. Using Analysis of Variance, several of the local foods, and the management practices in the GSTC were found to be significantly different. These differences reflect the unique geographies of our sample.

Findings suggest that sustainability is challenged by the political and market structure. Restaurants are sensitive to costs of sustainability yet must meet the dietary interests of diners to stay in business. However, if restaurant managers work cooperatively with food producers to increase the availability of local food on the menu, a regional identity can evolve while improving the economy.

Keywords: Global Sustainable Tourism Criteria, local food, sustainable management in restaurants

Creating sustainable value for a tourism destination by the integration of local food products

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Sustainable tourism development has been an important focus for many destinations with the aim to create value on the dimensions People Planet Profit. If local food products are well-integrated into the tourism product of a region, they can contribute significantly to this value chain. Consuming local food products can have various consequences for both sides, the tourist and the destination. For the tourist, it can enhance the experience and for the destination it can boost the economic multiplier effect and it can stimulate and preserve local culture and traditions.

The research focusses on regions in Germany and the Netherlands with similar geographical characteristics, a rather small scale tourism development and specifically the attribute that food tourism is not a main driver for tourism development. The research was done by means of a questionnaire among tourists (including day-trippers), later completed with semi-structured interviews with locals, local food providers and tourists.

Despite the fact that the regions had similar geographical characteristics and partially shared a common history, the image of local products and therewith the perception and experience of the local food differed significantly. The tourist's awareness of local food products being typical for the region is a huge influencing factor on the perception of their quality and their contribution to the experience value. Where awareness is high, products are perceived to have a better quality and are purposefully bought. This has consequences for the locals and specifically the producers, whose pride in their products and general livelihood increase with tourist's interest in the products.

Keywords: Local food, sustainable development, sustainable development

Creation of consumer value in food events

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This study aims to explore and describe consumer values during food events. Food events have become increasingly popular among both local residents and tourists. It is known for offering a unique temporal-spatial experience by combining the setting, specific products, people and management system. Previous researches have emphasized that food events' participants are not only interested in food tasting but they are equally looking for opportunities to socialize, experience something unique and escape from their daily routine (e.g., Park et al. 2008; Yuan et al. 2004; Nicholson and Pearce 2001). It is argued that for consumer value to emerge, the consumer has to interact with the product/service in ways that it generates a positive experience and satisfy personal preference. From the consumer culture perspective, value is a relativistic preference characteristic of consumer experience which may result from 'fun and playfulness', of an experience (Holbrook 1999). Whilst, value for the event organizer is likely to be the outcome of successfully promoting the place, products and creating a place where exceptional experience can be enjoyed by the consumer. If the producer can create an attractive environment then the perceived value that arises is likely to improve the quality of experiences and contributing to the consumer's well-being. Using the consumer perspective, this study aims to understand how values are created in different kind of food events and related activities. To understand this particular phenomenon, in-depth interviews and participants' observation were conducted at the Oyster Day at Grebbestad, Mussels Day at Lysekil and during the Oyster Opening competition. Other Oyster and Mussels related activities such as safaris were also considered. Result from this study has useful theoretical and practical implication.

Keywords: food events; consumer value; experience; shellfish

Eating out – a study of visitors' value creating activities related to food and meals**Ute Walter**Umeå University
Sweden**Inger M. Jonsson**Umeå University
Sweden

Restaurant experiences are an important part of a destination's service offer and restaurants play an important role for visitors' well-being. High quality of food is essential, but feeling welcome, meeting skillful employees and enjoying the atmosphere are likewise important. Visitors' experiences related to eating out are multifaceted and could be related to many aspects such as traveling for leisure or in business, meals as social and cultural events and eating out as an urban experience. This project aims to regard the customer as a person who actively integrates different opportunities in order to create value in a specific context, a customer-dominant-view. The purpose of this project is to examine drivers of business travellers' resource integrating activities during their stay at a destination with a special focus on eating out. Methodological an ethnographical inspired field study approach will be applied, in dialogue with a multidisciplinary research group and representatives from the industry. The results will illustrate customers' value creation and resource integration processes related to eating out activities, and give a holistic understanding of visitors' drivers, interactions and activities regarding eating out. The results will contribute to the development of companies as well as destinations with regard to eating out and meals.

Keywords: culinary tourism, experience, value, well-being, quality

REFORMULATING 'TOURISM DESTINATION DEVELOPMENT' IN TERMS OF RESPONSIBLE TOURISM (SESSION 29)

Session: Saturday 3rd October 15:30-17:30

Location: Hekla I

Session organiser**Gaute Svensson**

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The quest for responsible tourism challenges the academic field of tourism destination development in comprehensive ways. The field has largely been rhetorically directed by an economic growth paradigm affiliated with neo-liberalism (Viken 2014), which sets aside or undermines other meanings of touristic processes than economic ones. The evolving discourse on responsible tourism challenges the field in inevitable and important ways. Is responsible tourism development an alternative? What does responsibility mean? Any talk about responsibility evokes discussions about researchers' normative, ethical and political engagements. What is a responsible tourism destination research? In what ways can academics support a responsible tourism destination development? To deal with responsibility is to take into consideration interested parties or stakeholders in areas assigned as tourist destinations. In a destination processes, who should be responsible, and for what and towards whom? In our times of climate change, such parties do not only include diverge human identity groups, but also the materialities of nature, in terms of floras and faunas of natural landscapes. Whose responsibility is this? The discourse on responsible tourism challenges tourism scholars that are engaged in tourism destination as a topic, to revisit their theoretical tool boxes and adjust their approaches.

In this paper session, we invite our colleagues into discussions about how 'tourism destination development' as an academic field within tourism studies can take on these challenges, not least when it comes to theory development.

Green tourism BARCamp: – a co-creative stakeholder initiative to get destination sustainability going?

Gustaf Onn

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Sweden

Green Tourism Camp Scandinavia is a BARCamp, held in Sigtuna Sweden in may 2013, and may 2014 so far. It is a participant driven 'un-conference' where the purpose of the rendezvous is set through participants' first filing their favoured topics, and then through nomination and vote in plenum on the agenda and sessions to be held. The proposer of a given topic then chairs the session, and a participant takes notes. The GTCS is hence what Ramaswamy (2011) denotes as co-created, in that the participants form the contents of the (un)conference, whereas the conference producers only organise the potentialities through, i.a. technology, lodging, organising invitations, web-sites etc. The empirics were gathered through action research, where the researcher functioned as both observer and participant in the studied process. The sessions of the Camps can be grouped into the categories conceptual issues of green/sustainable tourism and meetings, food issues, measurement and certifications, knowledge generation, sharing and networking and also miscellaneous practical cases and sustainability issues. Although the concept of Co-Creation as well as the BARCamp format both emanate from the ICT industries, they are both adaptable to tourism in general and the meetings industry in particular. Though all services are in some sense co-produced, the BAR-Camp format enables participants to customise meetings to their desires, and hence works as a live as well as virtual engagement platform (cf. Brian 2013) and fulfils the DART requirements (Pralhad & Ramaswamy 2004). This, however, may be sensitive to manipulation from skilled agenda setters.

Keywords: BAR-Camp, Co-creation, Sustainability, Stakeholder initiative

Tourism networks and destination change – responsible agency of local actors

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Tourism destinations are built and re-built in socio-spatial practices at different spatial scales. Thus, divergent stakeholder views and actions impact destination's future. Today, the paradigm of economic growth guides the development of tourism destinations in the Nordic countries. However, due to the uneven distribution of tourism growth in peripheral areas, tourism development needs to be looked at from alternative perspectives.

In sustainable tourism destination development context, the role of local scale agency should be emphasized as local tourism networking can contribute to a just destination development by distributing economic benefits and by empowering local actors in affecting destination's future. However, local tourism actors are not an internally homogeneous group and they can lack a common goal for cooperation and development.

This paper approaches tourism networking and its challenges from the region-making perspective. The question is what the role of regional attachment and connected networking practices is in steering tourism destination transformation. The empirical study is conducted in destination Ylläs in Finnish Lapland and uses local tourism strategies and theme-based interviews as research data.

The results indicate a central role of local tourism actors' spatial identification in impacting tourism actors' personal demarcation between the goals of growth and the calls for responsibility. This guides their networking practices and destination transformation. Thus, in order to develop responsible destinations, the responsibility of local tourism actors should be put in focus. Their personal change could be mediated via networks towards the destination change.

Keywords: Networks, destination change, region-making

Destination development in the Botnia-Atlantica region: great expectations of moderate involvement

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Kajsa G. Åberg

Umeå University

Sweden

Multi-actor involvement and cooperation are emphasized elements of destination development. Whereas prior research has addressed challenges in creating inclusive structures and trust through bottom-up approaches, the focus of this paper is turned to the less explored attitude of acceptance of a top-down structure. Through semi-structured interviews with stakeholders within one destination the process of transformation from an inclusive and spatially large organization to a slimmed one with limited transparency is scrutinized. The results contribute to the understanding of the community approach to destination development, by acknowledging diversity in social and economic context even within relatively limited geographical areas.

The study presented is part of the research collaboration the Botnia-Atlantica Institute, a LUBAT project focusing on destination development in Nordland (Norway), Ostrobothnia (Finland) and Västerbotten (Sweden).

Keywords: Destination development, attitude of acceptance, community approach

Sustainable destination management and operations

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This research is to examine the level of interest, understanding and implementation of sustainable tourism at destination level. In order to develop new theories and implement sustainable tourism one need to know:

- How do the destination managers define sustainable tourism?
- What are the perceived benefits and barriers?
- What does sustainable tourism mean on an operational level?
- Who should have the prime responsibility of initiating sustainable tourism?

It's a qualitative study exploring how sustainable tourism is perceived among destination managers and their attitudes. Some of the main stakeholders in tourism development are the destination managers as they often are the advocates of what kind of development one wishes for. The region of "fjord Norway" is dependent on their natural resources as it is the prime motivation for tourists travelling to the region. It was conducted nine in depth interviews with destination managers from "fjord Norway". One chose a qualitative approach in order to get a profound insight. In conclusion most of them agreed on a basic definition which includes environmental, socio – cultural and economical sustainability but all of them agree upon the economical element as the most important! When it comes to explain what is included in the term - difficulties occurred! The main benefits are also the barriers, i.e. the long term perspective is good for the resources but difficult from a business perspective.

One suggests focusing on a "strong" and clear definition and the government should have the main responsibility. Regulations and different incentives are also suggested.

Keywords: Destination development, destination management, sustainable tourism.

THE GEOGRAPHY OF TOURISM (SESSION 30)

Session: Saturday 3rd October 15:30-17:30

Location: Hekla II

Session organiser

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This session was created from papers submitted as "other" to the Symposium website. They were chosen by the symposium conveners based on apparent similarity, however there might be considerable variability in the papers' topic, theme and approach. In light of this careful time management will be adhered to so as to insure that you will be able to visit individual papers.

Towards a geography of hospitality: understanding community hospitality**Ricardo de Oliveira Rezende**University of Brasilia
Brazil**Neio Lúcio de Oliveira Campos**University of Brasilia
Brazil

Why concepts like community based tourism (CBT), communitarian tourism (CT) and local based tourism (LBT) use names that focus on tourism even when their main concern is regarding host communities? Why do we have a geography of tourism instead of a geography of the host communities? These are questions we asked ourselves. One of the key concepts that can help us to give answers to these questions is that of hospitality as a human issue, not a merely name for the hotel business. Endowed with the knowledge on hospitality we can better understand CBT, CT and LBT qualifying it as community hospitality and move toward a geography of the human proximity (as named by the Portuguese philosopher Isabel Baptista). But besides analysing the human proximity we want to talk about a geography of hospitality because we, actually, are studying people and their relation with their places in order to host visitors. Seeking to ground this geography of hospitality we must study the phenomenon of communities that organize themselves to host visitors on the Tuan's approach of a humanistic concept of place; on Mauss's perspective of a hospitality based on the system of services rendered and reciprocated and on Habermas's ideia of a communicative rationality. We believe that in community hospitality, sociability still remains primary - based on Caillé's definition of primary/secondary sociability-, in other words, based on Mauss's system of reciprocity and also on Habermas's communicative action.

Keywords: Habermas, Mauss, hospitality, community based tourism, communitarian tourism

Tourism and physical and cultural changes in Nordic town centers: The effects of increasing tourism on downtown Reykjavík

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Landráð ehf.

Iceland

The aim of this paper is to analyse the effects increasing tourism has had on downtown Reykjavik and older neighbourhoods in its vicinity last few years. There is a lack of studies on how this flow of tourists has changed the infrastructure and daily life in the city center. In this paper I will introduce the rapid growth of hotels, guesthouses and private accommodation in and near the city center and plans for new hotels. I will also introduce changes in number and types of shops and restaurants in the center area. Finally I will address the main challenges city authorities have to cope with in coming years.

Keywords: Reykjavík, infrastructure, carrying capacity, accommodation, planning

Meat and creativity. Meatpacking districts in transition

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In the last two decades, meatpacking districts have become a new sub-genre of post-industrial reuse and regeneration. In many European cities, these are the last peri-urban spaces of mass-production to be developed for the purpose of city renewal, expansion and tourism.

This paper investigates urban reuse, regeneration and gentrification in former meatpacking districts in which their buildings are adapted to new functions—from meat industry to the creative industry. The purpose is to critically scrutinize and examine the political-economic context in which ‘meat and creativity’ became a visionary image for post-industrial regeneration. It is a comparative serial case study, including Meat Packing District in NYC, Kødbyen in Copenhagen, Testaccio in Rome, and Slakthusområdet in Stockholm.

The author argue that ‘meat and creativity’ is a rhetoric device, which forms a ‘post-industrial urban grammar’ by its repeated implementation. However, the result is very diverse. In Italy, such as the ones in Rome, Milan or Cagliari, have formed an alternative grammar, which is more connected to cultural activities initiated and supported by new social movements. In Copenhagen, the city of Copenhagen tries to balance between social, cultural, economic and environmental sustainability, while MDP in NYC has a very commercial approach to the development with less concern for sustainable development.

How do urban planning reproduce, distribute and implement post-industrial ‘glocal schemata’ such as the one of meatpacking districts, and how are these urban spaces—despite their similarities—contested in heterogeneous ways by local and global users? Moreover, what is the role of tourism in this development?

Keywords: Stockholm, infrastructure, planning, post-industrial, meat, tourism

The lure of the Ring: merry-go round turned vicious circle?

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National Road nr. 1 in Iceland, aka “Ring Road”, was first completed in 1974. Around 1.330 km in length, the road circles the main body of the island, connecting the inhabited regions in the lowland areas. It is the main transport route in Iceland and the only way to travel with a normal car to almost all rural areas.

Since its completion, the Ring Road has been driven by foreign tourists visiting Iceland, on their way to and between different scenic areas along this route. In recent years, however, it appears that the Ring Road has become a tourist attraction in itself, i.e. that tourists come to Iceland specifically to “do the Ring”, often in a short period of time.

This development is partly fuelled by a major shift in travel behaviour where rental cars have largely replaced tour buses as the most favoured mode of transport. This in turn has led to an explosion of car rental companies, as well as in the number of cars utilizing the road system in Iceland.

This “self-generated” evolution of the Ring Road from basic transport venue to scenic route has arguably had serious consequences for tourism management in Iceland, e.g. by undermining efforts to disperse the ever-growing numbers of visitors more evenly around the country. Paradoxically, the increased mobility offered by self-driving is offset by the urge to “tick off” all the main scenic attractions dotted alongside the Ring, which in turn leads to ever more congestion in these already over-loaded areas.

Keywords: Iceland, tourism transport, destination, modal shift, seasonality

Mediatized tourist performances of place

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Popular culture and tourism are intertwining. The use of film and literature amongst destination marketing organisations is a global trend, but how can we understand this phenomenon and all the processes involved? Up to now popular culture and tourism have been researched mainly from a single media perspective. However, it is difficult to separate the impact of one media product from that of another for tourists' image, and it is therefore time to highlight the processes of multimediality. Moreover, this far most of the research has focused on destination marketing issues and not on the tourists involved in these processes. Therefore, it is relevant to explore in which sense these intertwined media products are part of tourists' activities as well as of their images and understandings of places.

The aim of this article is therefore to explore the different processes that emerge when tourism and popular cultural media products interweave, placing special emphasis on tourist performances and understanding of destinations. Roslyn Chapel, which is featured in *The Da Vinci Code*, and the hereto related tourism activities is the case studied in this article. The main theoretical concepts applied and discussed in this text are mediatization and convergence, two media and communications concepts. This is then related to the concept of performance in order to explore tourists' activities and sense of place.

By studying a single case this article empirically discuss and show the different ongoing processes that a tourist place is part of, focusing especially on tourists' performances and sense of place in relation to tourists reading and understanding of popular cultural media products.

Keywords: film tourism, literary tourism, destination marketing, mediatization, popular culture

Framing the tourist experience of space: Psychogeographical perspectives

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Vietnam

Matthew McDonald

University of Technology
Australia

Jess Ponting

San Diego University
United States of America

This paper explores the way in which tourism experience and space has been traditionally theorized in tourism studies at a micro social level, discussing how it has developed and its current limitations, it then offers a potentially new perspective and method for conducting research on this topic. Concepts such as the tourist gaze and the flaneur have gained popular currency as a means to understand the experience of both host and guests. As such these and similar concepts (e.g. mobilities) point to the increasing capitalist spatial transformation of Western destinations which have inevitably changed our relations to each other and how we make use of everyday spaces for leisure and tourism. These spatial transformations can be said to unconsciously shape our experiences and behavior that have yet to be fully theorized in the field of tourism studies. To this end we go on to offer an alternative based on the Situationist International and psychogeographical perspectives, where space is occupied by hosts and guests expressing political/activist tendencies in order to resist and undermine the dominant discourses of consumption and neoliberal political economy.

Keywords: Tourism studies, psychogeography, situationism, psychology

GREEN ICE: RESPONSIBLE CREATION OF NATURE IN THE HIGH NORTH (SESSION 31)

Session: Saturday 3rd October 15:30-17:30

Location: Katla I

Session organisers**Katrín Anna Lund**

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UiT The Arctic University of Norway

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What constitutes nature in the Arctic? How is it encountered and created through touristic practices? Once distant and inaccessible the Arctic regions are now increasingly promoted for pure and pristine nature. This is reflected in some of the activities on offer for tourists such as whale watching tours, Northern lights hunt, heli-skiing and glacier rides, to name just few. Although activities designed and sold for getting directly in touch with genuine nature, all demand, at different levels, fuel consuming transport including, buses, snow-mobiles, helicopters even specially equipped four-wheel drives, thus, risking pollution. Moreover, local people, to most extend, are left out of the picture except for further appropriate decorations; locals who in many cases might be competing with tourism promoters about the very same nature which they both perceive, experience and encounter in different ways. Nature is, thus, not experienced in the same way by everyone. On the other hand, endeavours to depict Arctic tourism as ecologically sensitive, or 'green' assumes that humans and nature are separate; nature is to be entered, embraced, conquered and enjoyed. Therefore, it can be argued that what constitutes pure nature in the Arctic as promoted in tourism is an imaginary zone, designed, packaged and promoted, as a space out of the everyday; space of wilderness and wonders. But nature plays its tricks and as Deleuze (1988) has pointed out nature, created as such, is a 'fictitious space', in the case of the Arctic, a green ice, because in reality it exceeds all boundaries and precisely because not everyone encounters nature in the same way or by the same means. The problem, however, is that nature that flows and rejects the boundaries between humans and nature is hard to package and promote and such nature is not at all to be conquered. Thus, the creation of nature is a continuous process through which variety of people take part, such as, tourist promoters, tourists, guides, locals, to name few.

This panel addresses how Arctic nature is created and appropriated through different tourist practices. It asks questions about where nature begins and ends and if it is ever possible to promote it or sell it in a responsible manner as well as addressing different attempts to do so.

The (im)possibility of responsible tourism; nature-based experiences disconnected from the rhythm of landscapes?

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Britt Kramvig

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Berit Kristoffersen

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In this paper we will present two case-studies of nature-based tourism in Northern-Norway; The taste of Lapland and Stella Polaris. The taste of Lapland offers encounters with Saami nature-based practices through different products like traditional food and medicine, story-telling, joik and meeting reindeers. They offer stories of nature and how it is performed in Saami practices, as well as bringing tourists into Saami nature. Stella Polaris takes tourists out on sea safari in rib boats, presenting cultural and nature heritage of the region of Bodø. Tourists get to experience a tidal current, encounter seabirds and learn about the geological as well as cultural history of the area they move through. Both these enterprises supply experience products for Hurtigruten.

We will address how these enterprises work to perform responsible nature-based tourism; how they deal with tourists' quest for authenticity, and Hurtigrutens quest for streamlined products. We discuss the dilemmas that appear in these encounters, and the risk of nature-based products being disconnected from the rhythm of the landscape where they take place.

Keywords: Responsible tourism, creative economy, hurtigruten, landscapes

Selling nature and culture in Arctic destinations

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The national DMO of Greenland, Visitgreenland, launched a nation brand in 2010 called 'the pioneering nation', the core of which is the special relationship between nature and people in Greenland. As in most other Arctic destinations, nature has dominated tourism in Greenland, and this study will zoom in on the town of Ilulissat, which is the gateway to Ilulissat icefjord, a UNESCO world heritage site, which is central to tourism in Ilulissat. Moreover, Ilulissat is quite illustrative of nature's dominance in Arctic destinations in general, due to the explicit nature attraction that Ilulissat presents. There is no question that the Ilulissat icefjord is a major attraction widely used to promote Ilulissat, and previous studies show that its UNESCO heritage status is a strong tool in marketing. Previous studies also show that 'people' is, not surprisingly, less visible, much more implicit and intangible in marketing Ilulissat to tourists. The question is how ties to Visitgreenland's 'pioneering nation' is to be used in a way that pays attention to this complex relationship between nature and culture rather than falling into a discourse of nature versus culture, which is to some extent promoted by UNESCO, various tourism actors, and general perceptions of what a destination like Ilulissat is and should be. This study seeks to investigate marketing of Ilulissat and how nature and culture is positioned in the light of 'the pioneering nation'. It furthermore aims at giving perspectives to discussions of diversified tourism products and product development in the Arctic.

Keywords: Arctic tourism, heritage, nature/culture relationship, destination marketing, destination positioning

Can a sled dog provide the tourist a reason to return to Arctic Norway? Expectation versus experience

Emma Cowell

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Kssshhhhh... ...the next best kept secret after silence, the sound of a sled gliding along the sparkling 'Narnia-like' Arctic landscape, a moment in time capturing the heart and soul. Dog sledding has a long history worldwide but is a relatively new activity for Finnmark, Northern Norway dating from 1970s and is not considered a traditional product from a tourism view (Jaeger and Viken 2005). However, this does not take into consideration the historical context that polar explorers and more modern mushers have contributed to the sled dog phenomenon. This research seeks to understand the potential of winter tourism, drivers and barriers from a sled dog thematic angle with an emphasis on discovering a 'reason to return'. Providing this background frames 'dog sledding as among one of the emerging winter tourism products' in Norway particularly (Tromso University 2013). The main data collected uses an ethnographic method of participant observation exploring identity and meaning-making concepts; different types of tourist with varying motivational backgrounds brought together during the activity. Relationships built with the dogs and the purest nature are also analysed through guests shared photos and videos - to discover items and values of importance that pass through pockets of social interaction. This is also supported by qualitative in-depth interviews of the tourists before and after the trip, to help understand motivational aspirations. The outcome of the research under this framework can be utilized from both tourism providers for product development and to gain a wider understanding of social construction.

Keywords: Sled Dog, arctic, nature, bonding

(E)Motional Earth: The poetics of making nature**Katrín Anna Lund**University of Iceland
Iceland

The nature of the north has traditionally been created as a nature of extremes, inhospitable wilderness where once only courageous explorers travelled too. Today, however, it has become increasingly more accessible and simultaneously popular not the least because of the very same “nature” that the 18th and 19th century explorers created. The image of nature that once was distant and dramatic remains as such in the hands of the tourism industry that invites travellers to explore it with the assistance of contemporary technology.

This paper seeks to venture away from this distant, and historically constructed nature and instead explore it in its purest form; its earthly form where the human and non-human emerge in a creative process of improvisation. To do that I shall follow in the footsteps of tourists visiting the region of Strandir in north-west Iceland. During the summer of 2011 I, as a part of research team, travelled in Strandir doing participant observation focusing on the creation of place as a tourism destination. The research was a part of an international project looking at destination making in Arctic peripheral regions. As a part of our research methods we asked tourists to send us three to five photographic images depicting what makes Strandir in their minds as well as short captions illustrating their selection. What the photographic images reveal is how nature is woven together as people move through it bringing together heterogeneous temporalities and materialities through poetic expressions and performances.

Keywords: Arctic nature, destination, improvisation, creativity, photographic images

Røst, Lofoten – between oil and coastal tourism?**Berit Kristoffersen**UiT The Arctic University of Norway
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Northern Norway has a long history of being a centre for resource extraction whilst simultaneously being a political periphery. Whilst the south coast have experienced extensive petroleum activities, the north is in the process but being extensively mapped, but large investments and project are modest. This paper presents fieldwork from the island Røst at the southern tip of the Lofoten archipelagos, a popular tourist destination in the North but also the place on the Norwegian petroleum map where large oil reserves are expected to be found. Lofoten is the locus of an ongoing 'battle of the North' in which national economic imperatives, particularly those organised around petroleum extraction, are pitted against local desires to maintain close interdependencies between nature, people and society —desires also represented in local-community efforts to get Lofoten on the UNESCO world heritage list as a 'mixed' (natural/cultural) site. Integrating tourism with local small-scale activities, e.g. those related to coastal fishing, is both a challenge and an objective at Røst (pop. 600). This paper examines how practices of coastal tourism are enacted, and ask to what extent these practices provide local economic and political needs and how they are envisioned in relation to oil developments on the island.

Keywords: Røst, periphery, petroleum activities, coastal tourism

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Parallel sessions overview

Location	Friday 2 nd October		
	11.00-12.40	13.30-15.10	15.30-17.30
Snæfell	Volunteer tourism: Pushing the boundaries - I	Volunteer tourism: Pushing the boundaries - II	
Hekla I	Winter adventures in the North: performances and responsibilities	Adventure tourism and responsible tourism: A paradox?	The Authenticity Debate: Implications for Responsible Tourism
Hekla II	Tourism and hospitality work(ers): new challenges in a globalised world	Proactive management of responsible tourism in the North	Responsible human resource management in the tourism and hospitality businesses
Katla I	The geographical imaginaries of consumption	Whose responsibility?	Overloaded? The destiny of nature tourist destinations in times of limitless demand
Esja I	Planning and development of resilient destination communities	Mobile neighbouring in tourism	Encounters, controversies and responsibilities – exploring relational materialism
Esja II	Exploring motives and activities	Recreation trends and sustainable development in mountain tourism – Results from Sweden	World Heritage Sites – to protect from or to use for tourism?

Location	Saturday 3 rd October		
	11.00-12.40	13.30-15.10	15.30-17.30
Snæfell	Diaspora and tourism: Migrants as tourists – tourist as migrants - I	Diaspora and tourism: Migrants as tourists – tourist as migrants - II	Food and culinary experiences
Hekla I	The Dynamics of Networks, Networking, and Innovation in the Tourism Industry - I	The Dynamics of Networks, Networking, and Innovation in the Tourism Industry - II	Reformulating 'tourism destination development' in terms of responsible tourism
Hekla II	Conducting high quality tourism- and hospitality research – reflections and demonstrations of methodological approaches - I	Conducting high quality tourism- and hospitality research – reflections and demonstrations of methodological approaches - II	The Geography of Tourism
Katla I	Sharing Space with Tourism	Co-creation in tourism: the right direction to ensure a tourism for all?	Green Ice: Responsible creation of nature in the High North?
Esja II	Responsible Engagement with Animals in Tourism	Responsible geographies and local realities of tourism in the Nordic peripheries	



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