

## Partigraphy: A new methodical approach in tourism

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# 28th Nordic Symposium on Tourism and Hospitality Research

23rd to 25th October 2019

# **28<sup>th</sup> Nordic Symposium on Tourism and Hospitality Research, Roskilde University**

## **PROGRAM**

### Wednesday 23rd October

*Room 25.2-035 all day*

- |                                     |  |
|-------------------------------------|--|
| 16.00 – 16.30                       | Welcome, practical information<br><br>Welcome by Deputy Head of Department Bodil Damgaard, Department of social sciences and business, Roskilde University<br>Welcome and practical information by chairman of the organization committee professor Jon Sundbo |
| 16.30 – 17.30                       | Keynote speech – Stefan Gössling, professor, Lund University, Sweden: <i>Tourism and sustainability: What will it take to move from an oxymoron to the circular economy?</i>   |
| 17.30 – 18.30                       | Presentation by Peter Dyhr, Wonderful Copenhagen:<br><i>Tourism planning in Copenhagen – new conditions, new policies: The end of tourism as we know it – What is Copenhagen doing?</i><br><br>Panel discussion (further information will follow)              |
| 18.30 – 20.00<br><i>Building 01</i> | Buffet dinner and music. Roskilde University   |

### Thursday 24th October

- |                                      |                    |
|--------------------------------------|--------------------|
| 8.45 – 10.30                         | Parallel session 1 |
| 10.30<br><i>Foyer in building 25</i> | Coffee             |

10.45 –12.30	Parallel session 2
12.30 <i>Building 01</i>	Lunch
13.30 – 14.30 <i>Room 25.2-035</i>	Keynote speech – Frank Lindberg, professor, University Nord, Norway: <i>Tourism development in peripheral regions – possibilities and problems</i>
14.30 <i>Foyer in building 25</i>	Coffee
14.45 –16.45	Parallel session 3
19.30 –	Dinner in Copenhagen. Pakhus 11, Dampfærgevej 2, 2100 Copenhagen Ø (close to Østerport station)

Friday 25th October

9.00 – 11.00	Parallel session 4
11.00 <i>Foyer in building 25</i>	Coffee
11.15 –12.15 <i>Room 25.2-035</i>	Keynote speech - Szilvia Gyimóthy, associate professor, Aalborg University, Denmark: <i>Sharing Economy Disruptions in Nordic Tourism: Peer Hospitality Platforms and Beyond</i>
12.15 <i>Building 01</i>	Lunch
13.15 - 15.15	Parallel session 5
15.15 <i>Room 25.2-035</i>	Goodbye

## PROGRAM: PARALLEL SESSIONS

*Please note that the program and Book of Abstracts is interactive.*

Thursday 24<sup>th</sup> October

### 8.45am-10.30am: Parallel session 1

Room	Track	Chair
25.1-035	No. 3: Lab approaches and methods for innovation and development within tourism	Dorthe Eide
25.1-020	No. 1: Sustainable urban tourism: dilemmas and challenges	Jan Henrik Nilsson
25.2-035	No. 9: Sustainable behaviour in tourism & hospitality	Sarah Seidel
25.2-005	No. 5: City tourism development	Göran Andersson
25.3-005	No. 22: Network and knowledge sharing	Runolfur Smari Steinthorsson

### 10.45am-12.30pm: Parallel session 2

Room	Track	Chair
25.1-035	No. 12A: Advancements in Event & Festival Research	John Armbrecht
25.1-020	No. 2: Lab approaches and methods for innovation and development within tourism	Eva Maria Jernsand
25.2-035	No. 10: Sustainable behaviour in tourism & hospitality	Femke Vrenegoor
25.2-005	No. 8: Theory and reflection	Bodil Stilling Blichfeldt
25.3-005	No. 7: Culturally sensitive tourism in the Arctic	Carina Ren



### 2.45pm-4.45pm: Parallel session 3

Room	Track	Chair
25.1-035	No. 19: Sharing economy/social media	Marianna Strzelecka
25.1-020	No. 21: Behaviour	Peter Björk
25.2-035	No. 11: Sustainable behaviour in tourism & hospitality	Sarah Seidel/Femke Vrenegoor
25.2-005	No. 13: Exploring collaborative and digital methods and methodologies	Lotta Braunerhielm
25.3-005	No. 6: Culturally sensitive tourism in the Arctic	Bryan Grimwood
24.2-029	No. 4: The role of tourism in multicultural societies	Emma Björner

Friday 25<sup>th</sup> October

### 9.00am-11am: Parallel session 4

Room	Track	Chair
25.1-035	No. 18: Nature experience	Reidar Mykletun
25.1-020	No. 12B: Advancements in Event & Festival Research	Tommy D. Andersson
25.2-035	No. 23A: Management and Marketing	Steven Boyne
25.2-005	No. 15: Employment	Trude Furunes
25.3-005	No. 17: Experience	Karina Smed

### 1.15 pm-3.15pm: Parallel session 5

Room	Track	Chair
25.1-035	No. 14: Sustainability	Grzegorz Kwiatkowski
25.1-020	No. 20 : Health and wellbeing	Katharina Wolff
25.2-035	No. 23B: Management and Marketing	Donna Isabella Sundbo
25.2-005	No. 16: Employment	Tone Therese Linge
25.3-005		

## OVERVIEW OF TRACKS

### No. 1: Sustainable urban tourism: dilemmas and challenges

1. Mass tourism at a tipping point: Exploring the mediatisation of overtourism by *Cecilia Cassinger & Maria Månsson, LundUniversity*
2. Communicating anti-tourism – movement, protest, phobia by *Cecilia Cassinger & Jorgen Eksell, Lund University*
3. Geographies of fear – communicating safety in urban destinations by *Cecilia Cassinger, Maria Månsson, Jörgen Eksell, Ola Thufvesson, LundUniversity*
4. Situating overtourism in urban contexts by *Lena Eskilsson & Jan Henrik Nilsson, Lund University*
5. Stakeholder involvement in visitor management: What, Who & How? by *Olga Høegh- Guldberg, Sabrina Seeler & Dorthe Eide, Business School NordUniversity*

### No. 2: Lab approaches and methods for innovation and development within tourism

1. Labs for innovation and sustainable development in tourism by *Yati Yati, Olga Høegh- Guldberg & Dorthe Eide, Business School Nord University*
2. Living labs: forums for tourism experience innovation and learning by *Eva Maria Jernsand, University of Gothenburg*
3. Lab driven innovations of food and meal experiences: A practice-based interpretation of three cases from Norway by *Dorthe Eide, Elisabet Ljunggren & Yati Yati, NordUniversity*
4. Designing Tourism Futures in SINCO Lab by *Minni Haanpää, José-Carlos García- Rosell, Anu Harju- Myllyaho, Maria Hakkarainen, University of Lapland*
5. Scaffolds of lab-driven innovation through dynamic capabilities perspective by *Olga Høegh- Guldberg, Business School NordUniversity*
6. A case of a general food store as an innovation lab by *Helene Maristuen, Western Norway University of Applied Science*

### **No. 3: Lab approaches and methods for innovation and development within tourism**

1. Design-driven innovation in tourism by *Anne-Mette Hjalager, University of Southern Denmark*
2. Are surveys on innovation in tourism reliable, and how can they eventually be improved? by *Martin Rønningen, Inland Norway University of Applied Sciences*
3. Non-sticky tourism businesses and the double hypermobility by *Anne-Mette Hjalager & Bodil Stilling Blichfeldt, University of Southern Denmark and Jens Friis Jensen, Roskilde University*
4. Out-of-sight and out-of-reach while out-and-about: The case of recreational vehicle tourists by *Anne-Mette Hjalager & Bodil Stilling Blichfeldt, University of Southern Denmark, Jens Friis Jensen, Roskilde University*
5. Experiencing Designed Places: The paradox of the Camøno bench. by *Jørgen Ole Bærenholdt, Roskilde University*

### **No. 4: The role of tourism in multicultural societies**

1. Adding to stereotypes or contributing to diversity? A content analysis of DMO website and campaigns by *Emma Björner, Gothenburg University, Sayaka Osanami Törngren, Malmö University*
2. Multiculturalism in place and destination development of rural communities by *Eva Maria Jernsand & Helena Kraff, University of Gothenburg*
3. Supply side perception of Halal tourism: A Swedish pilot study by *Gustaf Onn and Saeid Abbasian Södertörn University*
4. Understanding the psycho-social benefits sought by international volunteers on organic farms in Norway by *Reidar J. Mykletun Stavanger Business School, Mónica Segovia Pérez, Universidad Rey Juan Carlos, Ingeborg M. Nordbø, University of South-Eastern Norway*
5. The communication, representation and experience of a small community The case of Dals Långed in Dalsland, Sweden by *Lars Aronsson, Karlstad University, Emma Björner, Gothenburg University*



## **No. 5: City tourism development**

1. City tourist destination planning and visitor streams *by Göran Andersson, Södertörn University*
2. How the Iranian Fire Festival in Stockholm is perceived by the visitors?  
*By Saeid Abbasian, Södertörn University, Anna Lundberg, National Theatre, Sweden*
3. Perspectives of Over-tourism in four Pre-Industrial Historical City Centers: A research idea *by Saeid Abbasian & Gustaf Onn, Södertörn University, Per Strömberg, University of South- Eastern Norway*
4. Over tourism – some empirical evidence *by Svein Larsen and Katharina Wolff, University of Bergen*
5. Does Over-tourism really exist in Dubrovnik? A perception study of local tourism employees *by Saeid Abbasian, Gustaf Onn & Denis Arnautovic, Södertörn University*

## **No. 6: Culturally sensitive tourism in the Arctic**

1. Social impact of tourism in Iceland: Have we reached the point of no return? *by Guðrún Þóra Gunnarsdóttir & Eyrún Jenný Bjarnadóttir, Icelandic Tourism Research Centre*
2. The complexities of northern lights tour guiding *by Bente Heimtun, UiT The Arctic University of Norway, Brent Lovelock, University of Otago*
3. Hosts and Guests in Participatory Development *by Emily Höckert, Outi Kugapi, Monika Lüthje, , University of Lapland*
4. Towards accepted image of a place: Case of place branding from Iceland *by Brynjar Thor Thorsteinsson, Bifrost University*
5. Knowledge building and Revitalizing of Food Traditions through Tourism: A Culturalization Process? *by Kari Jæger, The Arctic University of Norway*

## **No. 7: Culturally sensitive tourism in the Arctic**

1. Searching for sensitivity. Tourism and culture in Greenland *by Carina Ren & Daniela Chimirri, Aalborg University*
2. Cultural Sensitivity in Arctic Tourism: Opportunities in the Canadian North *by Chris E. Hurst, Dr. Bryan S. R. Grimwood, Michela J. Stinson, University of Waterloo, Dr.*

*R. Harvey Lemelin, Lakehead University*

3. Cultural sensitivity in tourism by *Arvid Viken, The Arctic University of Norway, Emily Höckert, University of Lapland, Bryan Grimwood, University of Waterloo*
4. Sensitivity, souvenirs, and genre by *Kjell Olsen, The Arctic University of Norway*
5. Addressing natureculture in touristic urban transitions by *Brynhild Granås, The Arctic University of Norway*

## **No. 8: Theory and reflection**

1. Consumer Culture Theory's Sociocultural Approach: Potentials for Advancing Tourist Studies by *Elin Brandi Sørensen & Bodil Stilling Blichfeldt, SDU*
2. It is mostly about tourism and money – Discussions in Finnish media about accepting pandas as gift from China by *Eva Holmberg, Haaga-Helia University of Applied Sciences*
3. Tourism at the Crossroads Looking to the past by *Paul Cleave, University of Exeter*
4. Threat of Terrorism for Future Travels: Episodic Future Thinking and the Perceived Risk of Terrorism by *Simen Bø & Katharina Wolff, University of Bergen*
5. A working holiday: From home to destination with a guide dog by *Marcus Hansen, Jillian M. Rickly, Robert A. Lambert*

## **No. 9: Sustainable behaviour in tourism & hospitality**

1. Investigating the motivating values of micro and small sized accommodation owner/managers to enter into (sustainable) entrepreneurship by *Femke Vrenegoor, Stenden Hotel Management School*
2. Climate emissions based on tourists' travel motives and trip typologies: Scenarios for more sustainable tourism transport behavior by *Anneli Kamb, University of Gothenburg, Jörgen Larsson, Chalmers University of Technology, Erik Lundberg, University of Gothenburg*
3. Renewable energy in wilderness areas: the perspective of wilderness tourists by *Edita Tverijonaite & Anna Dóra Sæþórsdóttir & Rannveig Ólafsdóttir, University of Iceland*
4. Understanding (un-)sustainable consumption in tourism settings by *Rouven Doran, University of Bergen, Daniel Hanss, University of Applied Sciences*
5. Engaging stakeholders to a market-based payments of ecosystem services model in nature-based tourism context by *Henna Konu & Liisa Tyrväinen, Natural Resources Institute Finland*

## **No. 10: Sustainable behaviour in tourism & hospitality**

1. The experienced tourist's quest for knowledge enhancement and immersion – the future for sustainable visitor management? *by Sabrina Seeler, Business School Nord University*
2. Planning for a more sustainable tourism? A Pan Nordic analysis of Regional Tourism Strategies for rural areas *by Anna Karlsdóttir & Ágúst Bogason, Nordregio, Rikke Brandt Broegaard, Centre for Regional and Tourism Research*
3. Large sized tourism companies and their sustainability efforts – Do they really do their best? *by Anna Sörensson & Maria Bogren, Mid Sweden University*
4. Tourism's contribution to a circular economy: how can compound tourist practices change? *by Flemming Sørensen & Jørgen Ole Bærenholdt, Roskilde University*
5. Real problems – real competence? Does using real business challenges give robust knowledge: Case study of attraction development course in Stockholm southern archipelago *by Gustaf Onn, Södertörn university*

## **No. 11: Sustainable behaviour in tourism & hospitality**

1. Public participation indicator framework for sustainable tourism development *by Rannveig Ólafsdóttir, University of Iceland*
2. At a crossroads? Tourism work and sustainability *by Tara Duncan & Anna Gudmunsson Hillman & Jörgen Elbe, Dalarna University*
3. Distinction through sustainable consumption *by Katarzyna Negacz, VU Amsterdam/SGH*
4. Influencing Tourists to Purchase Local Food *by Sarah Seidel, NHL-Stenden University*
5. Accessibility and inclusive nature for everyone? A case study of outdoor recreation in Östersund, Sweden *by Rosemarie Ankre & Sandra Wall-Reinius, Mid-Sweden University and Etour*

## **No. 12A: Advancements in Event & Festival Research**

1. The role of brand relationships quality (BRQ) in the context of events -A study of participants of the Norwegian mega ski event “Birkebeinerrennet” *by Anne Jørgensen Nordli, Terje Slåtten, Gudbrand Lien, Inland Norway University of Applied Sciences*
2. Sex, gender and heavy metal *by Antti Honkanen & Maarit Kinnunen, University of Lapland*
3. Location and creative industries: Event and festivals as cultural hotspots *by Anne Wally Ryan & Tonje Kvam, Nord University*
4. The Value of Event Portfolios: a multi-stakeholder analysis *by*

## **No. 12B: Advancements in Event & Festival Research**

1. Place Identity Formation in Ölands Skördefest by *Guanhua Peng, Marianna Strzelecka, Solène Prince, Linnaeus University*
2. The impact of event context on visitors experience and satisfaction by *Grzegorz Kwiatkowski, Koszalin University of Technology & Western Norway University of Applied Sciences and Ove Oklevik, Western Norway University of Applied Sciences and Holger Preuss, Johannes Gutenberg University Mainz*
3. Festival ticket pricing: Organisers' and audience's viewpoints by *Maarit Kinnunen, University of Lapland, Mervi Luonila, University of the Arts Helsinki*
4. Event Experiences, Satisfaction and Subjective Well-Being by *John Armbrrecht and Tommy D. Andersson, University of Gothenburg*

## **No. 13: Exploring collaborative and digital methods and methodologies**

1. Alternative Data for Seaside Tourism Planning GIS by *Andris Klepers, Vidzeme University of Applied Sciences*
2. Digitalization through collaborative methods by *Lotta Braunerhielm & Laila Gibson, Karlstad university*
3. Customer insights in travel intermediation in Finland - service, digitalization, sustain- ability and responsibility by *Jarmo Ritalahti, Haaga-Helia University of Applied Sciences*
4. How to start a focus group discussion? by *Kai Victor Hansen and Heidi Victoria Skeiseid, University of Stavanger*
5. Digitalizing the authentic tourist experience: dilemmas and answers by *Morten Boesen, Morten Bo Almstrup, Christian Klintholm, Zealand*
6. Smartphones and 'planned serendipity': using the Experience Sampling Method to understand tourism information behaviour *in situ* by *Micol Mieli, Lund University*

## No. 14: Sustainability

- 1 Changes in the tourism environment of a destination and its effect on perceived image: Literature review by *Brynjar Thor Thorsteinsson, Bifrost University, Thorhallur Gudlaugsson, University of Iceland*
- 2 How to stay local when going global inside the National Park by *Nicole Wolter, National Park Mols Bjerge, Palle Nørgaard, Business Academy Aarhus*
- 3 The harmful role of tourism in coastal destinations by *Grzegorz Kwiatkowski, Koszalin University of Technology & Western Norway University of Applied Sciences and Patrycjusz Zarębski, Koszalin University of Technology*
- 4 Finding Balance between Economic Development, Social and Environmental Sustainability: Assessing the Issues and Indicators in Langkawi Tourism Development by *Yuhanis Abdul Aziz, Anuar Shah Bali Mahomed, An-Nur Nabila Ismail, Universiti Putra Malaysia*
- 5 A joint search for sustainable cruise tourism by *Pórný Barðadóttir, Icelandic Tourism Research Centre and Ulrika Persson-Fichier, Uppsala University*

## No. 15: Employment

- 1 Tourism Employment in Nordic Countries: The Road Less Travelled by *Andreas Walmsley, University of Plymouth and Kajsa Åberg, Region Västerbotten and Petra Blinnikka, JAMK University of Applied Sciences and Gunnar Thór Jóhannesson, University of Iceland*
- 2 Employee voice and leadership in the hospitality industry by *Tone Therese Linge, University of Stavanger, Judi Brownell, Cornell University*
- 3 What is sexual harassment? Hospitality employees' view of the concept by *Trude Furunes, Åse Helene Bakkevig Dagsland & Olga Gjerald, University of Stavanger and Kari Einarsen, NORCE*
- 4 Prevalence of sexual harassment in the hospitality industry by *Åse Helene Bakkevig Dagsland, Olga Gjerald & Trude Furunes, University of Stavanger and Kari Einarsen, NORCE*
- 5 Connecting psychosocial work environment and different business logics in Norwegian service firms by *Olga Gjerald & Trude Furunes, University of Stavanger*

## **No. 16: Employment**

1. Education of Employees in Small to Medium Sized Enterprises in the Tourism Industry *by Ida Marie Visbech Andersen, UCL University College Denmark*
2. Hostmanship in Hospitals *by Harald Hovenkamp, proprietor of Michelin-star restaurant Kaatje bij de Sluis, Klaes Eringa, NHL-Stenden University*
3. Employer branding of international chain hotels in the Netherlands *by Nicole Turnhout- Ammerlaan, General Manager Crowne Plaza Amsterdam-South, Natascha Wienen, HR Assistant, QO Amsterdam, Klaes Eringa, NHL-Stenden University*
4. Migrant workers in the Icelandic tourism industry *by Margrét Wendt, University of Iceland*
5. Employee Experience at the Forefront of Leadership *by Heidi Kaihua & Mari Vähäkuopus, Lapland University of Applied Sciences*

## **No. 17: Experience**

1. Experiencing authenticity at Alvar Aalto's Experimental House *by Anne- Maija Malmisalo-Lensu, University of Jyväskylä*
2. Consumer immersion in managed visitor attractions: The role of antecedents and individual responses *by Veronica Blumenthal, University of Stavanger*
3. The strangely familiar and the familiarly strange – experiencing routines while cruising in Greenland *by Karina m. Smed & Ane Bislev, Aalborg University*
4. Journeys of Research, Emotions and Belonging: An Exploratory Analysis of the Motivations and Experience of Ancestral Tourists to Sweden *by Solène Prince & Aydan Mehtiyeva, Mid- Sweden University*
5. 'Running on sandcastles': energising the rhythm analyst through non-representational ethnography of a running event *by Jonas Larsen, Roskilde University*

## **No. 18: Nature experience**

1. Tourism Experience Innovation in Nature Parks *by Flemming Sørensen & Thomas Skou Grindsted, Roskilde University*
2. Musk ox safari experiences in Dovrefjell - what other aspects of the experience are important to participants, besides watching their target species? *by Hilde Nikoline Hambro Dybsand, The Norwegian University of Life Sciences*
3. Components and value of a fishing tourism experience *by Lari Turunen,*

*Raija Komppula and Juho Pesonen, University of Eastern Finland*

4. Three surf tourism destinations in Norway by *Reidar J. Mykletun, Stavanger Business School, University of Stavanger*
5. Senses by seasons: Tourists' perceptions depending on seasonality in popular nature destinations in Iceland by *Anna Dóra Sæþórsdóttir & Þorkell Stefánsson, University of Iceland and C. Michael Hall, University of Canterbury*

## **No. 19: Sharing economy/social media**

1. Social media as a tool for visitor management by *Elina Hutton, University of Lapland*
2. Storytelling on social media – a case study of four rural tourism companies by *Hanne Elmer & Glen Hjorth Nielsen, Zealand – Academy of Technologies and Business*
3. Competition between the hotel industry and Airbnb: the case of Norway by *Jinghua Xie & Sigbjørn Tveteraas, University of Stavanger*
4. Leisure practices along Dalälven river – 2012-2018 Instagram post analysis by *Marianna Strzelecka, Linnaeus University, Sayantani Mukherjee & Joanna Tusznió, Jagiellonian University*
5. Sharing economy creating value in peripheral tourism destination - case Rovaniemi, Finnish Lapland by *Petra Paloniemi & Maria Hakkarainen & Salla Jutila, University of Lapland*

## **No. 20 : Health and wellbeing**

1. Tourism and Wellness: Travel for the Good of All? by *Bryan S. R. Grimwood, University of Waterloo, Kellee Caton, Thompson Rivers University, Heather Mair, University of Waterloo, Meghan Muldoon, Arizona State University*
2. From mass tourism to mindful tourism. by *Helene Cristini, International University of Monaco INSEEC group, Hannele Kauppinen- Räisänen, University of Vaasa*
3. Perceived risk after terror attacks by *Katharina Wolff & Svein Larsen, University of Bergen*
4. Partigraphy: A new methodical approach in tourism research by *Martin Trandberg Jensen, Aalborg University Copenhagen*



## **No. 21: Behaviour**

- 1** Spending Patterns Among Bicycle Tourists in the South Baltic Area *by Carl H. Marcussen, Centre for Regional and Tourism Research*
- 2** Destination value de-construction dimensions— on-line information that makes tourists say “no thank you, not that destination” *by Peter Björk, Hanken School of Economics, Hannele Kauppinen- Räisänen, University of Vaasa*
- 3** Experiential decision choice. An example from food propositions in an attraction park *by Jon Sundbo and Jens Friis Jensen, Roskilde University*
- 4** Changes in Seasonality in Icelandic Tourism *by Gyða Þórhallsdóttir and Rögnvaldur Ólafsson, University of Iceland*
- 5** Collaborative destination marketing – to join resources for improved competitiveness *by Peter Björk & Patrick Latvasalo, HANKEN School of Economics*
- 6** Employee motivation and satisfaction practices – a case from Iceland *by Magnus Asgeirsson, University of Iceland and Paulina Neshybove, Industry Specialist*

## **No. 22: Network and knowledge sharing**

- 1.** Regional Tourism and Cluster Initiatives: Reflections on a failed Horse based Initiative in Northwest Iceland from the Perspective of Innovation Ecosystems *by Runolfur Smari Steinthorsson, University of Iceland, Ingibjorg Sigurdardottir, Holar University College*
- 2.** The Icelandic Tourism Cluster Initiative and studies on the Tourism Cluster in Iceland: Illustrations through a cluster map *by Runolfur Smari Steinthorsson, University of Iceland*
- 3.** Co-operation bringing added value to the development of customer experience –an international tourism destination as a case study *by Mari Vähäkuopus & Jenni Kemi, Lapland University of Applied Sciences*

## **No. 23A: Management and Marketing**

1. Organizational culture in hospitality industry: case of HI hostels in Iceland *by Magnus Asgeirsson, University of Iceland*
2. Tourism and hospitality supply chain management *by Bikal Sivakoti, University of Stavanger, Norwegian School of Hotel Management*
3. Promoting tourism using food: the case of VisitDenmark *by Dr Steven Boyne, University of Exeter Business School*
4. Destination marketing in North Iceland: Collective destination marketing and synchronisation amongst the tourism companies in North Iceland *by Elísabet Ögn Jóhannsdóttir, The Icelandic Tourism Research Centre*
5. How can tourist experiences be understood from a sociocultural perspective? *by Asif Ijaz, Nord University Business School*

## **No. 23B: Management and Marketing**

1. Creating localness-The role of local in gastroexperiences for the development of gastro identity *by Andreas Bonde Hansen & Donna Isabella Caroline Sundbo, University College Absalon*
2. Hosts' listing descriptions and guest reviews of Airbnb in Copenhagen *by Carl H. Marcussen, Centre for Regional and Tourism Research*
3. Sources of distrust: Airbnb guests' perspectives *by Eroze Sthapit, University of Vaasa, Peter Björk, HANKEN School of Economics*

## **TRACK 1**

### **Mass tourism at a tipping point: Exploring the mediatisation of overtourism**

*Cecilia Cassinger, cecilia.cassinger@isk.lu.se & Maria Månsson, maria.mansson@isk.lu.se  
Lund University*

The phenomenon of overtourism encapsulates the *zeitgeist* of contemporary mass tourism. It has gained attention lately as an unsustainable consequence of the intensification of destination management principles in urban economic planning strategy. Stories about “the invasion” of visitors into a number of popular European cities frequently circulate in news and social media. Research has begun to examine the social and economic causes of overtourism, but the phenomenon is undertheorized (e.g. Dodds & Butler, 2019). Even though a number of studies show that media narratives can dramatically increase the flow of visitors to a place and that such narratives affect the way visitors travel and interact with urban spaces (Panayiotopoulos & Pisano, 2019), processes of mediatisation are frequently neglected in tourism studies. The cultural transformations of our time are defined by globalisation and deep mediatisation (Couldry & Hepp, 2018). Hjarvard (2009: 160) defines mediatisation as “the process whereby society to an increasing degree is submitted to, or becomes dependent on, the media and their logic.” The concept emphasise the institutionalisation of the media and the dialectical relationship between the media and social institutions (e.g. family, work, politics, war, etc.).

The research aim in this paper is to conceptualise overtourism through exploring how it is mediated in news reports and social media posts. Overtourism is here approached as cultural practice informed by a particular media dramaturgy. The study underscores the close relationship between media narratives and tourism saturation in cities. We contend that the mediatisation of overtourism contribute to the attractiveness of destinations, whilst at the same time mitigating flows of tourists to these destinations. Overtourism is constructed as a threat to not only the ecosystem of cities, but to local culture, world heritage sites, and community life. At the centre of the drama is the conflictual relationship between the natives (*local residents*) and the foreigners (*tourists*). Overtourism becomes an issue about rights and responsibilities, us and them, self and other. While mass tourism is intertwined in the economic growth and development of modern society, overtourism brings commercialization, urban decay and cultural despair. Hence, overtourism is not so much about unsustainable travel patterns, as it is about a range of other political issues tied to, for instance, current housing and labour conditions in many European cities.

## **Communicating anti-tourism – movement, protest, phobia**

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The increasing number of tourists to urban destinations such as, Amsterdam, Barcelona, Dubrovnik, Hong Kong, and Rio de Janeiro cause a range of problems related to conflicts between visitors and residents, lack of accessibility to different areas in the cities, and damage to green spaces (Joppe, 2018; Novy, 2018). The growth focused strategies of urban destinations have created an unsustainable tourism situation, which affects residents' wellbeing and quality of life detrimentally (Milano, Novelli & Cheer, 2019). In consequence, anti-tourism protests, riots and tourismphobia have emerged as reactions to problems of overtourism (e.g. Novy and Colomb, 2013; Colomb and Novy, 2016). Yet, there is scarce research on how anti-tourism movements differ amongst each other across contexts and from other types of social movements. In this paper we conduct a focused literature review of anti-tourism movements and tourismphobia through the lens of strategic communication (Werder, 2006). Our focus is on how anti-tourism is communicated to bring about social and political change.

Communication strategies and tactics that collective actors use to influence publics, public policy, and social norms and values are mapped and analysed. Examples of strategies and tactics that are included in the analysis are formulations of problems and solutions to contested issue, campaign and message strategies, framing techniques, level of stakeholder involvement, positioning to gain legitimacy, media coverage, and communication activities. On the basis of the analysis, typical strategies of communicating anti-tourism are constructed and discussed. The strategies differ from each other in terms of execution, but share similar communication-based political agendas (cf. Bennett, 2003) that are intertwined with local issues, which makes it difficult to form a collective identity around which to organise on a global level.

## **Geographies of fear – communicating safety in urban destinations**

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Countering fear and promoting experiences of security and safety among visitors are key issues in creating socially sustainable urban destinations. Security branding is a growing place branding paradigm through which to enhance experiences and perceptions of safety in cities, nations and regions (Coaffee and Van Ham, 2008; Coaffee and Rogers, 2008; Avraham and Ketter, 2008). This paper discusses how brand communication can be incorporated in urban policy and planning to accomplish socially sustainable city centres. Our focus is on relation between the mediatisation of cities and perceptions and experiences of safety among domestic and international visitors. Recent terror attacks, political unrest, and violent conflicts in many European countries are highly mediatised events (Couldry and Hepp, 2018) that influence images of urban destinations, which are particularly vulnerable to rumours and images circulating in media (Avraham, 2009; Avraham and Ketter, 2008).

The study focuses on 10 Swedish urban destinations. Sweden is an interesting case in point due to high levels of media coverage, which is characterised by polarised narratives concerning the country as a utopia respectively dystopia (see e.g. Rapacioli, 2018). The research questions we seek to answer concern 1) how perceptions of safety are influenced by the image of Sweden conveyed on online news and social media (Instagram and Twitter) platforms, and 2) the relation between visitors' overall image of the destinations and their experiences of safety. The research questions are addressed by a mixed methods approach using survey methods and media analysis to capture the role of place image for visitors' perceptions and experiences of safety.

The findings demonstrate that the mediatisation of the country of Sweden follows narratives of safety respectively unsafety, which influence the way Swedish cities are perceived. Furthermore, findings indicate a correlation between positive city image and high levels of perceived safety among visitors. The paper discusses these findings in relation to social sustainability and proposes communicative strategies to handle and counter fears in urban destinations.

## **Situating overtourism in urban contexts**

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One of the most important trends in contemporary tourism is the increase in urban tourism, both in absolute and in relative terms. In some destinations, e.g. Barcelona, the pressure from tourism on local resources such as housing and urban space has reached a point where we begin to speak about overtourism. The development of overtourism is related to decreasing relative costs of travel, e.g. low-cost aviation, and increasingly accessible forms of cheap accommodation, such as Airbnb.

Based on a literature review, this presentation has three aims. Firstly, to conceptualize overtourism, to see what issues it aims to describe, and how it relates to a more general discussion about urban sustainable tourism. Secondly, to situate overtourism by investigating in what geographical contexts it has been used. This will be discussed in terms of geographical scales and territorial levels. Finally, it aims to suggest a framework, by which the concept of overtourism could be put in a context of a more general discussion on urban sustainable tourism.

It will be argued that the current debate about overtourism is too much focused on localized spatial conflicts, primarily concerning social sustainability. Thereby, urgent issues related to the global environmental impact of urban tourism, i.e. climate change, is at risk of being put in the background.

# Stakeholder involvement in visitor management: What, Who & How?

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## Introduction & theoretical frame

The global increase in tourist arrivals has contributed to economic growth and empowerment of local communities in both urban and rural destinations. However, as tourism often is poorly managed and regulated (Tourism Concern, 2017), issues related to overtourism emerge and there is a focus on its negative impacts (e.g., challenges for cultural and natural heritage, capacity, conflicts with locals, housing shortage) (Koens et al., 2018). Visitor management (VM) has been identified as promising tool (Albrecht, 2016). However, as VM mainly has been applied in the context of natural sites and protected areas (Enseñat-Soberanis et al., 2018), there are significant knowledge and innovation gaps when seen as a destination-wide framework (Pearce, 2016). To date, tourism lacks a more holistic and integrated approach to sustainable development (ATTA, 2018).

We share this view but argue that VM should address both undertourism and overtourism as some destinations struggle with both, depending on the season. The following questions are explored and discussed: *What should be done by which stakeholder? How could stakeholders be involved?* We seek to contribute to the increasing literature debate on VM in urban and rural contexts.

## Methodology

This conceptual paper is based on a systematic literature review and will be supplemented by illustrations from a pilot-study about VM in the Nordland county of Norway.

**Preliminary findings** are provided in the table below:

	Key findings	Selected references
<b>What (Aims of VM)</b>	<ul style="list-style-type: none"><li>• Improve visitor dispersal &amp; visitor flow management</li><li>• Increase visitor experience &amp; satisfaction</li><li>• Positively influence visitor behavior &amp; educate</li><li>• Resource protection &amp; sustainability</li><li>• Ensure local well-being</li><li>• Calculate invisible costs and value creation</li><li>• Monitor tourism-related impacts (also on other sectors)</li></ul>	Epler et al. (2019); Enseñat-Soberanis et al. (2018); Pearce (2016); Albrecht (2016)
<b>Who (Stakeholders involved)</b>	<ul style="list-style-type: none"><li>• DMOs &amp; visitor information centers</li><li>• Public bodies (municipalities &amp; regional/national government)</li><li>• Tourism firms (e.g., experience-based firms/organizations, accommodation, transportation)</li><li>• Travel agencies &amp; touroperators</li><li>• Media</li><li>• Local community/residents &amp; landlords</li><li>• NGOs &amp; volunteer organizations</li><li>• Visitors, including second home</li></ul>	Waligo et al. (2013); Bornhorst et al. (2010); Sautter & Leisen (1999)
<b>How (Modes of involvement)</b>	<ul style="list-style-type: none"><li>• Bottom-up/participatory approaches (i.e., living labs, community workshops, (resident) surveys)</li><li>• Co-created practices</li></ul>	Wengel et al. (2019), Muler Gonzalez et al. (2018); Leminen & Westerlund (2017);



## **Preliminary discussion and conclusion**

Literature on VM in protected areas has mostly focused on the environmental domain (Spenceley et al., 2015), and is far less complex regarding stakeholders.

VM in un/partly protected urban and rural areas increases the complexity when it comes to ‘what’, ‘who’ and ‘how’ (see the table). 1) ‘Who’: VM should not only be the tasks and costs of DMOs and public bodies, but an integrated effort across stakeholders at different levels. A number of stakeholders should co-create sustainable destinations in order to “enhance the social and economic well-being of the residents” (Bornhorst et al., 2010,p.573). 2) ‘What’: The interrelated responsibilities must go beyond the narrow focus, i.e. only on environment, economy or visitors benefits. It should include also social and cultural domains. A broad, holistic and integrated VM remains to be developed, and more knowledge is needed. Some changes already take place: DMOs moving from marketing to management. 3) ‘How’: VM needs participation of many stakeholders at different levels, and requires coordination across destinations. But local bottom-up participation seems particularly important. Approaches and methods needs to be adjusted/developed for VM, tried out and studied further.

## **TRACK 2**

### **Labs for innovation and sustainable development in tourism**

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#### **Introduction and theoretical framework**

In constantly changing environments, innovation has become a matter of business survival. However, innovation research distinguishes certain differences in the way firms innovate in manufacturing, services and experiences (Gallouj and Savona, 2009, Sundbo, 2009). As the majority of small and micro (SMB) experience-based firms in the Nordic countries, it can be challenging to innovate in a more long-term, systematic and knowledge-based innovation modes. Innovation seems rather incremental, ad hoc, multi-tasking, with similarities to ‘Doing, Using, Interacting’/DUI mode (Nordin and Hjalager, 2017). Systematic and research based approaches, similar to ‘Science, Technology, Innovation’/STI mode (Jensen et al., 2007), seems rare. At the same time, innovation research shows that interactions across traditional communities of practice (Newell et al., 2009) and combined STI&DUI modes, may yield a stronger innovation output (Parrilli and Alcalde Heras, 2016). Different industries, especially in manufacturing, ICT and other services, have demonstrated that such open and systematic approaches can be developed in different types of labs (Wagner and Watch, 2017, Osorio et al., 2019). However, all these different concepts are little theorized and systematized (Fuji et al., 2018). Furthermore, there has been little debate on either practice or theorization of labs as ‘tools’ for innovation within experience-based tourism. We explore and discuss different types of lab concepts according to a set of categories in order to reveal their potentials and challenges for experiencebased tourism related to innovation and/or sustainable development.

#### **Methodology**

This conceptual paper has systematic literature review as the main method.

#### **Preliminary findings and discussion**

The paper contributes with a systematization of selected concepts of labs, and suggests implications. It includes innovation labs, living and fablabs, design factories, accelerators, innovation centers, hubs, skunkworks, co-working and creative space, learning and makerspace. The categories that the lab types are analyzed with are: type and purpose of lab, when in the innovation process, rounds in lab, type of stakeholders, type of space (especially if physical), type of output, type of tools, methods, type of facilitation, lab evaluation methods (Osorio et al., 2019, Leminen and Westerlund, 2014, Leminen and Westerlund, 2017, Magadley and Birdi, 2009) and some additional characteristics, e.g. typical context, business model, degree of participants’ involvement, and critical factors for success/failure. We show similarities and differences of the lab types, as well as discuss their relevance for innovation of experiencebased products/packages vs sustainable development.

The review is still in an early phase, and has so far mostly focused on living labs, which seem to be the most discussed concept in tourism. A literature review on living labs in information and communication technology by Følstad (2008) suggests that common living lab purposes are discovery and evaluation. Three emerging trends are discussed in the living labs literature: context

research, co- creation, and living labs as extensions to testbeds (Følstad, 2008), but more research is needed regarding living lab processes and methods. Similarly, the literature review by Schuurman et al. (2015) reveals that only a few papers are based on well-grounded empirical research on living labs, whereas most of the papers are descriptive case studies or conceptual papers with lack of rigid methodologies. Nevertheless, there is no literature review on living labs or other labs for innovation in tourism or experience industry. The output of lab work in experiencebased tourism may have some similarity to what is found in services (e.g.Leminen&Westlund, 2012). However, there is a question about what can be more generic sides of labs versus what seems more sector specific.

# **Living labs: forums for tourism experience innovation and learning**

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Co-creation stems from a perspective of value as arising from relational exchanges rather than being delivered by firms (Gummesson & Grönroos, 2012; Vargo & Lusch, 2008). Co-creation requires a common space or platform where various actors' processes merge into one, and where "emotions, values, choices, ideas, and ideals emerge, converge or collide" (Campos et al, 2015, p 209). The concept of *living labs* is useful in order to understand and develop such spaces. Living labs can be defined as forums for innovation categorized by openness, co-creation and experimentation in real- life settings (e.g. Gascó, 2017; Hawk et al, 2012). In living labs, actors get opportunities to share ideas and develop goods, services, business models or systems (Hawk et al, 2012).

Descriptions of labs often underscore end users as participants and sources of innovation. As such, living labs are interesting to consider for innovation in the tourism sector. Consumers continuously want novel experiences and they want to be involved in the production of their own experiences (Alsos et al, 2014). Living labs are also interesting for co-creation among a wider set of stakeholders than firms and their potential customers. The specificity of tourism, being context-dependent, makes the real-life setting valuable; it inspires to deal with problems and opportunities that arise at the specific location.

The purpose of this paper is to explore the concept of living labs in relation to tourism experience innovation. The case study revolves around a program on "Scary seafood", where workshops, exhibitions, training and other activities form the basis for product and business development and learning about marine species that are sustainable to consume but typically not eaten in Scandinavia. The case study methodology is participatory observations and interviews. Preliminary findings show that the concept of *outdoor cooking* seems to have particular potential in relation to living labs for tourism experience innovation. Cooking is an activity that many people can relate to and food is easy to experiment with. The real-life setting with raw material that is picked or harvested by the participants themselves triggers discussions around sustainability and new types of products, services and business models.

# **Lab driven innovations of food and meal experiences: A practice-based interpretation of three cases from Norway**

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## **Introduction**

Innovation is regarded as crucial for competitive advantages for firms, and even more in the experience economy. It is therefore of importance to understand how they innovate and how innovation processes can be organized and facilitated. To an increasing degree food and meal experiences have become important for travellers, not least small scale, local food and designed meals (Mossberg & Eide, 2017). Often development and production relying on local value networks consisting of local food producers and tourism firms (Ljunggren, 2015). However, many firms are small to micro sized, with limited resources and a strong focus on day to day operations. In addition, they often have part-time and seasonal employees. This often makes systematic innovation work difficult. Lab driven innovation has been suggested as one way to enhance systematically work with innovation, and hence expand the modes of innovation and knowledge involved (cf. from only DUI, to combinations of DUI and STI, e.g. Jensen et al., 2007). We explore and discuss: What can lab driven innovations related to food and meal experiences teach us about the complexity of innovation processes?

## **Theory**

The study combine the following main literature approaches: literature on labs relevant for experience products; experience innovation, and network driven innovation. Not least, we start out from practiced based theory (Schatzki et al. 2011; Brown & Dugguid, 1991), aiming at understanding knowledge, learning and innovation as intertwined and situated. We understand innovation as the Schumpeter III-mode (Fuglsang, 2008) implying that innovation are open, involving internal and external stakeholders, knowledge and interactions.

Labs are quite common in industries such as manufacturing and ICT and has to an increasing degree been employed by service and tourism industries. However, there have been little debate in the literature and practice about the use of labs as tools for innovation in the experience-based tourism, with the exception of Huhalis & Amaranggana (2015). A literature review of living labs by Schuurman et al. (2015) shows that most research contributes with empirical data, and little theoretical development. There are a multitude of different lab concepts; co-working spaces, hubs, fab-labs, skunkworks, makerspace and living labs. Also there are food labs studying cooking methods and sensories (Scejenova, Mazza & Planellas, 2007).

## **Methods**

Three lab cases are studied, being different in design and outline, securing heterogeneity in approaches and methods. Case Vega, is designed with four lab-rounds, one of the authors and one manager from Vega World Heritage are facilitators. The first round involved four firms within food, three local voluntary organization (local food and culture), and a few individuals. The purpose was to gather knowledge and ideas about traditional food and related histories, and ideas for re-use and renewal. The IGP-method (Gausdal, 2013) and rapid prototyping were used. Round two (June) will test (user-

empathizing research methods) some of the dishes and stories on visitors during a festival. Later rounds will work on concretising (use prototyping, personas, experience design) and pilottesting (e.g. Eide & Ljunggren, 2018). The second case, Meal labs (May), involves four subcases, each using different methods (from experience design mostly) and having different facilitators (not us). The third case (September), research lab – tasting scary seafood is mainly a customer- empathizing (research methods), involving two different target groups (high school pupils vs festival visitors), is facilitated by us and students will help.

We use more traditional interpretive approach in all cases, in two of them also interactive research (e.g. quasi-experiments, Bergold & Thomas, 2012). We participate in labs as observers, participants and/or facilitators. During the observations we will use observation protocols. If taking a participant/facilitator role, we make field notes immediately after the intervention. In addition, semi-structured interviews, documents, photos and smaller user-surveys are data sources. Data analysis will combine within and across analyses, and different approaches localizing meaning patterns and creating constructs.

### **Preliminary findings, discussion and implications**

Labs for innovations should not be seen as isolated arenas and activities when firms are involved. They are embedded in wider social contexts and time, as there is both pre and post activities influencing during the lab, and therefore being part of the innovation process. Activities must be done also at ‘home’ (in the firm, and perhaps involvement of others), if there is to become implemented innovations. Some of these ‘home’ activities probably needs facilitation by the lab facilitators. The data-gathering is still very early, but we find factors facilitating or hampering innovation, that earlier have been found in studies of network driven innovation, such as getting to know each other’s and trust; clear purpose; facilitation of knowledge and innovation through boundary objects, and moves across contexts (Nilsen & Gausdal, 2017; Eide, et al., 2019).

## **Designing Tourism Futures in SINCO Lab**

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This paper reflects on a foresight and service design based Masters-level course where a design lab is used to facilitate future tourism thinking. The course, which is called “Designing Tourism Futures”, is part of the curriculum of three Master’s degree programmes in tourism at the University of Lapland. By drawing upon experiential learning perspective, the course aims to help students gain a holistic understanding of past, present and future of tourism. Whereas service design tools foster creativity and help students understand user-needs, foresight methods provide students with a way to understand the important drivers of change in local and global environments. The course and the assignment given to the students is planned and implemented in close collaboration with the tourism industry. The authors have acted as both teachers and commissioners through the different editions of the course.

Working in the service design lab “SINCO” has been an essential pedagogical part of the course since its first implementation. SINCO, which stands for Service Innovation Corner, is a service prototyping laboratory located at the Faculty of Art and Design of the University of Lapland, Finland. SINCO is a holistic hands-on approach to service design, co-creation and user-experience-driven innovation activities. (SINCO Lab, 2019.) During the course the students create and present future oriented service concepts by relying on the different tools of the lab. As an experiential learning environment, SINCO contributes to students’ learning by supporting interpersonal interactions, problem solving and critical thinking. The foresight perspective taken in SINCO helps students to question embedded tourism practices and mind-sets. Some of the biggest challenges of this pedagogical approach is resource limitations such as time, teachers and physical space.



# Scaffolds of lab-driven innovation through dynamic capabilities perspective

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## Introduction and theory

In the light of wide practical use of different types of laboratories for innovation and no theoretical consensus on what these laboratories are, this article aims to identify theoretical constructs that can increase understanding of lab-driven innovation. While some academic articles do not refer to any theoretical framework at all, others use either open innovation, user innovation or participatory design frameworks or a mixture of these (Schuurman et al., 2015). These frameworks certainly address some of the dominant characteristics of lab-driven innovation, however, the nature of the entirety of lab-driven innovation process and how it is different from other forms of open innovation remains unclear.

The development of lab-driven innovation in practice seems shifting from laboratories created by larger firms to secure their commercial success towards the laboratories based on shared ownership of innovation processes and involving a wider range of private and/or public actors to generate as much value as possible. While the organizational form, scale of collaboration and openness of different labs may vary, the primary purposes of finding a solution to the ongoing challenges, meeting future needs by innovation and bettering overall performance remain the same. Therefore, to better explain the phenomenon of lab-driven innovation (with a particular focus on the labs aiming to contribute to the innovation of several types of stakeholders), this paper both appreciates the more recent advance in the research literature and builds a bridge to the earlier research on organizational innovation laboratory based on “notions of organizational learning and dynamic capabilities” (DC) (Lewis and Moultrie, 2005, p.73). The DC framework is more common for the larger firms, yet proved applicable also in the contexts of small and medium enterprises (SMEs) (c.f. Borch and Madsen, 2007). Using the metaphor of “scaffolding” (as temporary construction to support current innovation needs), the paper discusses the following research questions: *How can the dynamic capabilities perspective help to understand lab-driven innovation? What are the central lab components to be manipulated to enhance the experience innovation (as different from the innovation of goods and services)?*

## Methods

This conceptual paper is built upon 1) a review of lab-driven innovation literature to build a better picture of underlying theoretical foundations 2) exploration and building links between theoretical constructs that can add to our understanding of the phenomenon.

## Preliminary findings

Lab-driven innovation has become wide-spread in both private and public sectors to help to sustain competitive advantage and address “intense pressure to become more effective and efficient”, respectively (Lewis and Moultrie, 2005, p.74). In both cases, it addresses the need to innovate to meet the current and future needs, often expressed in the concept of dynamic capabilities, i.e. “the firm’s ability to integrate, build, and reconfigure internal and external competencies to address rapidly changing environments” (Teece et al., 1997, p.516). Lab-driven innovation has largely become this “set of resources to be dynamically reconfigured” (Lewis and Moultrie, 2005, p.75) with knowledge being one

resource type (reconfiguration of which is discussed as absorptive capacity and one of the DCs). Similarly to absorptive capacity dimensionalized into potential (knowledge acquisition and assimilation) and realized (transformation and exploitation) (Zahra and George, 2002), dynamic capabilities are dimensionalized into the capabilities of sensing and learning (can be associated with the potential absorptive capacity), integrating and coordinating (realized absorptive capacity) (Pavlou and Sawy, 2011). These different dimensions of DC can help to reflect on the central components of lab-driven innovation processes and how these processes contribute to joint/organizational innovation of the labparticipants.

Further, the set of DC and the mode of learning is not the same for different types of firms and industries (Kindström et al., 2013). Firstly, it is because DCs are usually distinguished from the operational capabilities, or firm's ongoing routines, which is not always simple in the context of SMEs (Høegh-Guldberg, 2018). Secondly, it is due to the heterogeneity of innovation processes in goods, services and experiences (cf. Kindström et al., 2013). Finally, while later research discusses the benefits of open innovation for SMEs with higher DC (Svare and Gausdal, 2017), little is known about how DCs can actually be built and advanced in open innovation processes. Therefore, the DC framework may complement the existing theoretical frameworks in developing a better understanding of how lab-driven innovation should be designed, developed, implemented and evaluated (c.f. Osorio et al., 2019) to meet the need of the experience-based tourism firms, often characterized by ad-hoc, incremental, unsystematic and short-term innovation processes (Lapointe et al., 2015).

The DC framework for lab-driven innovation can be operationalized through metaphor of "scaffolding" (Clark, 1998, p.163) developed to describe the design of a creative process through the dimensions of space, supporting tools, people and information in innovation literature (Magadley and Birdi, 2009). Though, the creative processes are important to capture novelty in the DC literature (Maclean et al., 2015) and lab-driven innovation represents "facilities for encouraging creative behaviours" (Lewis and Moultrie, 2005, p.73), it is important to keep the framework open to include also other stages of lab-driven innovation processes.

## A case of a general food store as an innovation lab

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In 2017 the association «Smak av Sogn» established a **small** (50 square meters) pop-up general food store with local food and drinks in the old town of Lærdalsøyri, Norway. The background of the establishment was to **test the idea** and concept and collect knowledge and experience before one establish a **larger (300 square meters)** local food store in 2021. One may therefore refer to this testing as a lab for tourisminnovation.

The small pop-up general food store was established in a wooden building from 1849 in the middle of the old town of Lærdalsøyri, surrounded by 170 wooden buildings. The old town of Lærdalsøyri is part of the NB-list at the directorate for Cultural Heritage in Norway.

Part of the idea and concept was to communicate the different local and regional products in the store and develop different experience products in addition to the store. Some have been tested in the period of 2017-2019. The tourist information office has also been part of the general local food store.

The pop-up “Smak av Sogn Landhandel” received very much positive feedback the first summer and the association soon decided to expand the testing period. They decided to test it from 2017-2020.

This paper aim to address the benefits and barriers with such a lab and to answer the research question if it has been useful to with such a lab. How did the market respond? What should be different in the large general food store? What and how to develop experience products related to the local food and drinks in the store?

By looking at this case, one may collect valuable experience for future organizations and businesses thinking of doing something similar. Finally yet importantly, the study will be a great summary and advice before establishing the large general food store/attraction in 2021.

The data collected in the study was in depth interviews with the employees in Smak av Sogn, interviews with board members and logs.

Some of the testing in the lab has been overall experience in the old-fashioned general food store, hence interior, pictures, products, experiences & events. Also marketing in social media has been part of the lab.

The main result show that the owners of “Smak av Sogn” think it was very useful to test by establishing a lab – hence a small local food store. By running it for three years, they have gathered very much knowledge which will help establishing and run the **large** general food store with a better economic results and more relevant ideas for better experience concepts. This knowledge also benefits the owners in their search of investors to the large store/attraction. Findings also show that the testing period/innovation lab has gathered a large archive of knowledge about potential resources in future experience product development. Finally yet importantly, the findings show some very clear advice and knowledge about future operations.

## **TRACK 3**

### **Design-driven innovation in tourism**

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There are many – and sometimes interrelated – driving forces for innovation. Most tourism enterprises lack internal innovation capacities, for example dedicated R&D and transgressive knowledge repositories. Market-driven, user-driven, technology-driven, supplier-driven, regulation-driven innovations are often identified as external forces (Hjalager, 2018). The role of design as a driver for innovation (Verganti, 2008) is increasingly being considered in consumer orientated trades, including tourism. However, there are still many unanswered questions about the design-drivers and the tourism context. The innovation literature examines the concept of “design” in a variety of ways. For example, for service and experience design addresses the development of customer journeys (Eide & Mossberg, 2013), and (visual) communication elements are given a high priority in analysis (Fesenmaier & Xiang, 2017). Design-thinking includes the processual and collaborative aspects and interactions with customers (Lub et al, 2016). Eventually, design related qualities are seen as integrated symbols of cultural capital, as analyzed by branding studies (Scerri et al, 2018).

This paper has its prime focus on physical design artefacts. It contributes to the discussion about the role of design in the regional and local economies (Bell & Jayne, 2003) with an emphasis on the touristic facets. Following Bell & Jayne’s statement of the need for better contextualization, and based on a review of the literature and illustrative Danish examples, the study specifies characteristics and discusses policy matters concerning three different mechanisms for design driven innovation:

1. Bottom-up citizen and designer initiated mechanisms. This is illustrated by the collaborative “Chair” project in Salling, Denmark, which reinvigorates and radically reinterprets local furniture production traditions, and creates touristic interest to get involved and bechallenged.
2. Top-down city-branding mechanisms. The city of Kolding, with a Design School, a Design Museum and several private enterprises in the design field, is among the UNESCO Design Cities, and the town-hall attempts to utilize and enhance the design status in the destinationmarketing.
3. Production trademark enhanced mechanisms. The porcelain producer Kähler reintroduced several series of table accessories and home decoration items. By intervening into the restaurant business on the New Nordic gastronomy scene, the company’s profile and economic ambitions generated symbiotic, albeit not place specific, touristic advantages.

# **Are surveys on innovation in tourism reliable, and how can they eventually be improved?**

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Knowledge about innovation processes in companies and industries has long invoked interest, both among industry politicians and researchers. Surveys can be important sources of information, that can be used to develop knowledge of innovation activity among a large group of businesses, such as one or more industries. However, surveys have to provide reliable and valid information to produce valuable insights.

The tourism industry has for some reason or other rarely been included in comprehensive innovation surveys. One of the first extensive surveys on innovation in this industry was carried out in Norway in 2007. The survey employed partly the questionnaire and measurement developed by Eurostat and used in the Community Innovation Survey (CIS) conducted on a biennial basis in EU and EEA member countries. However, some questions/items were modified because a pilot test revealed a need of certain modifications. The 2007-survey included all questions from the CIS on drivers and barriers to the development of innovations in enterprises. The survey indicated quite high innovation rates in the tourism industry.

Three years later, the tourism industry was included in the Norwegian part of CIS 2010. CIS 2010 gave very different innovation rates among tourism enterprises compared with the survey conducted in 2007. CIS 2010 indicated low innovation rates in tourism companies.

In the paper some possible causes of the large gap in the results of the two surveys are analyzed. Several methodological sources of error are revealed, as 1) mandatory surveys provide significant lower innovation figures than voluntary surveys; 2) a single innovation survey provides a higher number of reported innovations than a combined innovation and R&D survey; 3) some inequalities in the measurements used in the two surveys gave significant differences in output (number of innovations reported), which in turn can be linked to the fact that the tourism industry has a knowledge base characterized by experience-based and partly tacit knowledge, with weak elements of R&D and often employees with relatively low level of business or university education.

In addition, recent studies have indicated that surveys such as the CIS have a tendency towards missing innovations implemented in companies and industries where innovation activities usually include relatively many steps of small incremental innovations (that over some time may add to significant innovations), often developed at the decentralized level of the organization. This type of underreport is characterized as hidden innovations.

Finally, the paper ends with a discussion of whether – or how – surveys can be improved to capture the innovation activity in the tourism industry more adequately. The proposed changes are based on 1) insights into specific characteristics of innovation in services, not least in industries with a DUI-characterized (i.e. not R&D-based) innovation mode; and 2) insights into methodological challenges related to such surveys, including a more thorough assessment of the instructions and procedures given to companies/respondent.

# Non-sticky tourism businesses and the double hypermobility

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## Introduction

By definition, tourists are mobile, and studies demonstrate that shorter holidays and the quest for variety of different activities at the destination increase the time spent *en-route*. Time spent *en-route* is often conceptualized as tourists using different means and modes of transportation in order to arrive at the destination, where they spend the major part of their holiday. Such conceptualizations align well with traditional understandings of tourism providers (accommodation, restaurants, attractions etc.) as firmly bound to the destinations. However, mobility is, we argue, becoming a key characteristic of the supply side of the tourism equation and the purpose of this paper is to advance understandings of this double (i.e. both demand and supply-side) hypermobility within tourism.

## Methodology

The paper is inspired by the researchers' on-going fieldwork and especially by their work with innovative tourism entrepreneurs within the TourismX project. However, the paper is first and foremost conceptual and seeks to address the issue of hypermobility within tourism by applying the notions of sticky and non-sticky information and business.

## Findings and Discussion

Von Hippel (1994) coined the term "sticky" information, which refers to information that it is costly to transfer and use in new locations, settings and contexts; hereby pointing to local information being crucial for some types of innovations. Inspired by von Hippel's notion of stickiness, we introduce the term "non-sticky" information to describe the information that is more transferable and usable in new locations, settings and contexts. Furthermore, we introduce the notion of "non-sticky" tourism actors to describe tourism enterprises that liberate themselves from being bound to specific permanent locations and proximities. Such enterprises, we argue, launch and develop viable business models where they move with, or after, tourist flows *en-route*. For these enterprises, being flexible and mobile *with* tourists changes the situation into what we label a "double hypermobility" that points to hypermobilities characterizing both tourists and tourism enterprises.

Taking on these discussions, this paper lends itself to central traditions in geographical theory and research, and the study contributes hereto. First it addresses mobility as a driving force for economic growth, a fundamental assumption that has inspired theory and research over the past decades. Second, the paper questions conceptualizations of spaces as sticky and slippery; hereby also discussing the often acclaimed importance of proximity and spatial gravity for business relationship building, knowledge exchange and innovation, and for tourism also factors related to risk, investment, and bundling opportunities.

Fundamental to this discussion is that tourism enterprises may find themselves in a negotiation process, where they continuously assess and reassess their business models; using the axes of mobility and stickiness to identify and strive for advantageous positions.

In order to investigate the stickiness and mobility dimensions, we propose a typology of tourism enterprises mobility. Using TourismX data, we scrutinize the attitudes of tourism entrepreneurs to understand their interpretation of space; the unleashing processes that they pursue; and the types of barriers that they experience, both in their own mindset and in the regulatory environment. A key finding is that tourism entrepreneurs seem to struggle to find their positions and to develop longer-term spatial strategies.

## **Conclusion**

It is concluded in the study that in tourism, the territorially embedded structures and practices are in a flux, and non-sticky business models are critical in this development. In a wider perspective the findings of this study might question existing norms and practices in spatial regulation.



# Out-of-sight and out-of-reach while out-and-about: The case of recreational vehicle tourists

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## Introduction

Some refer to them as recreational vehicles (RVs), others as motor homes, camper vans or mobile homes. The term RV often covers both self-motorized vehicles and trailers (including caravans) that include living quarters designed for accommodation. Regardless of them being motor vehicles or trailers, RV amenities typically include kitchen, bathroom and sleeping facilities; ranging from some only having the most basic sleeping and cooking facilities to some being luxurious, bordering on extravagant.

This paper focuses on the self-motorized RVs that are becoming increasingly popular among Northern European tourists, especially 50+ tourists. These motorized RVs are more than a homey and convenient means of transportation as they fundamentally change how tourists move around and about. Different studies of this type of tourists have emerged, predominantly case studies focusing on RV tourists of specific nationalities and/or touring specific countries (e.g. Prideaux et al (2011); Holloway et al (2011); Pearce (1999); Viallon (2012); White, N. R., White, P. B. (2007)). However, the literature on these tourists is still fragmented and somewhat anecdotally. In order to contribute to a better understanding of this fast growing segment of tourists, the aims of this presentation are to dig into special characteristics of RV tourists and the unique challenges tourism actors wishing to cater to the needs of these tourists face.

## Methodology

The presentation is based on two sets of data. First, it draws inspiration from one of the authors' qualitative in situ interviews with 88 RV tourists spending (parts of) their holidays at Danish caravan sites. However, as only some RV tourists, and only sometimes, check in at caravan sites, this data set underrepresents the RV tourists, who use caravan sites in very different ways than caravan tourists – and sometimes do not make use of caravan sites at all. Secondly, the presentation draws in the three authors' on-going action research with three tourism entrepreneurs in the innovation project TourismX's RV cluster.

## Findings and Discussion

RV tourists are often categorized as independent tourists due to the freedom this kind of travelling allows for. However, RVs are more than a convenient means of transportation as they allow tourists to move around- and about in unpredictable ways, making travel decisions and itineraries *in situ* and *en-route*. Using RVs, travelling becomes more than a mean to arrive at a destination; elevating the journey and what is experienced *en-route* to a peak experience. Furthermore, mobilities of RV tourists are complex; often including both driving in the RV and micro mobilities in the form of walking, (electrical) bicycling etc. whenever making a stop. Finally, due to the high levels of independency, RV tourists are often 'out-of-sight' for tourism actors, who rarely know when these tourists arrive at, are at, or leave, a certain destination.

The freedom and independency of RV tourists make it difficult for the tourism industry to get into contact, and interact, with these tourists as traditional contact points are rarely sought out and oftentimes, these tourists do not check in at caravan sites. Additionally, RV tourists are often scattered across larger rural areas creating their own travel itineraries *en route*, making it less likely that they will visit the places where tourism actors usually get in contact with their customers. Catering to the needs of these tourists therefore requires that tourism suppliers are constantly in position and on site, *in situ*, calling for a mobility focused approach.

## **Experiencing Designed Places: The paradox of the Camøno bench.**

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This paper has been on a troublesome journey. A first draft was presented already at the Nordic Symposium in Turku in 2016. But the questions raised and the designs studied, developed in unpredicted ways. The interest was to better understand how tourist places are designed, also asking the question: ‘Can we bridge the gap between tourist research and tourist place design?’ However, it appears that most often architectural practices, in tourism as elsewhere, is not informed by analysis and research-based knowledge. But it does not suffice to study what designers say, since we need to study what they *do*, and what they do is not only the actual designs, but how designs work in practice. Situated uncertainty is thus a core characteristic of both design processes and designs, both of which are contingently depending of (f)actors, which are unpredictable yet (somehow) irreversible, when built. Very often, the outcome of a deliberate design process does not correspond to the intended outcome.

The paper discusses the case of the Camøno bench. The Camøno is a hiking trail successfully opened in 2016 and already much referred to in tourism and tourism research. The Camøno bench was an important element in raising funds for and mobilising people for the project, but later on it lost its tangible importance, as least as a bench, and it became more a symbol, brand or landmark. A ‘narrative actant’ Greimas would have called it. It appeared that the Camøno bench became ‘so much more than’ a bench. Among the methods used was post-season interviews with entrepreneurs, participant observation at tourist sites, short interviews with tourists on-site and photo documentation around tourist sites, over more years. The literature framing the discussion comes, among others, from studies of architecture and architectural practices.

## **TRACK 4**

### **Adding to stereotypes or contributing to diversity? A content analysis of DMO website and campaigns**

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Tourism has received harsh critique (e.g. Bruner, 2005; Urry, 2002) for contributing to the “commoditization of a uni-dimensional culture” (Salazar, 2012, p 877). International tourism has, for example, built on colonial-era notions of exotic and erotic people and places as “the desirable Other” (Aitchison, 2001, p. 139), circulating symbols, narratives and images that reproduce sexualized, racialized difference (Patil, 2011). Tourism and place branding risk (re)producing “stereotypic images, discredited histories, and romantic fantasies” (Bruner, 2005, p 76) and tend to reduce places to monocultures, which disregard the complexity that makes them interesting (Jernsand & Kraff, 2017). Such perspective does not correspond with reality, since no contemporary society has only one culture, language or identity (Sam & Berry, 2006).

Destination management organisations (DMOs) play a central role in the formation of images, histories and fantasies. Decisions about destination branding and tourism advertising are however plagued with difficulties from politics to the challenge of promoting multi-attributed places as dynamic and multidimensional marketplaces (Pike, 2008).

Traditional branding theories suggest that destinations identity and image should be simple and clear. Increasingly, scholars have nevertheless scrutinized this “simplicity trend” and encouraged place marketers to embrace the multiplicity of destinations (Ren & Stilling Blichfeldt, 2011). Moreover, it has been argued that messages of a travel destination that contains a greater number of attributes is more effective (Kendrick, Fullerton & Broyles, 2015). Furthermore, cases from the tourism industry show that the complicated constructs of culture, history and nature can be effectively used to create and market a unique image of a tourist destination (Ooi, 2001; Saarinen, 1997).

There is a dearth of research examining how images and language used in destination branding create stereotypes and integrate elements of multiculturalism. In this case, we analyse the content of a DMO website and two campaigns. The DMO in focus is Visit Sweden, a state-owned company with the mission to market Sweden as a destination internationally. We analyse the images and language used on Visit Sweden’s website and in two of their campaigns, namely *Welcome to something else* and *Edible country*. In the analysis we explore what kinds of stereotypes of Sweden and the potential tourists are at play and whether these images encourage the idea of diversity.

# **Multiculturalism in place and destination development of rural communities**

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Many rural communities have in common the trend of shrinking agricultural and fishing sectors and transformation of local industries. As a consequence, rural communities and municipalities face outmigration, which results in declining tax income as well as reduced physical infrastructure and welfare services. A long-term population reduction may also affect the function of the municipality as a democratic arena and community builder (Syssner & Olausson, 2015).

One of the opportunities commonly proposed for revitalization and development of rural territories is to engage in the tourism sector (Dana, Gurau & Lasch, 2014). Tourism does not create economic wealth by itself, but provides potential for local administration and entrepreneurs to explore and tap into new possibilities (Beeton, 2002; Dana et al, 2014; Wilson et al, 2001). Other prospects for revival lie in the influx of refugees and other migrants. These provide positive contributions to the economy in the forms of, for instance, new markets for products and services, and a decrease in the average age of the population. A varied population composition also adds to the cultural diversity of places, leading to multiple dimensions and identities. Further, it could be argued that to be able to build resilient communities, it is important to involve a diverse subset of the population in place development, not least from an integration perspective. However, there are few examples of place and destination development projects that take the multicultural setup of our contemporary societies into consideration through participation and representation.

The purpose of this paper is to explore opportunities and challenges that lie in participatory development of rural places and destinations. The research derives from a summer project in Dals-Långed, Sweden, where students, civil society and other local actors collaborate for spatial place development. The project aims to embrace cultural diversity and integration through co-creative designing and building of common facilities such as a sauna, an outdoor kitchen, and a vegetable and flower garden, which will serve as meeting places for groups in the community who otherwise would not interact. In this recurring annual project, researchers work in collaboration with project management and local stakeholders in an action-oriented manner. The empirical material is retrieved through interviews, participatory observations, photos, as well as sketches and visual diaries from participants and students.

Preliminary findings show that students and members of the local community interact with each other, although the multicultural aspect is not as prevalent as was hoped for. The building structures are used by students and those who have lived for a long time in the community, but not so much by newcomers. Furthermore, the participatory parts of the project are only conducted in short sequences, not throughout the process. However, the fact that the project is annually recurring means that there is space for critical evaluation and reformulations of plans.

## **Supply side perception of Halal tourism: A Swedish pilot study**

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Halal tourism – where tourists with Muslim norms are considered in that there is no alcohol, no gambling, food adheres to Muslim religious requirements, and that there is a separation of men and women in public spaces – is considered a growing market, especially when considering the wealthier populations, e.g. in Saudi and United Arab Emirates. However, some of these requirements may seem at odds with some western norms, and may hence require both investments, and dealing with ethical issues if one would cater to this demand. Nevertheless, Halal tourism can also be provided by non-Muslim countries to Muslim tourists. This justifies a research (e.g. Henderson, 2016; Yasuda, 2017; Razzaq et al, 2016) for the multicultural Sweden as well.

A pilot study with 15 questions to assess perception of Halal tourism is being carried out with an open-ended questionnaire been sent out with 4 reminders to 250 persons working in government, organisations and enterprises linked to tourism in Sweden from four e-mail lists between June 2018 and January 2019. As of now, 22 have returned forms. The responses will be broadly thematically analysed as it is a survey of opinions. Possibly the investigation may turn to deep interviews and in that case a deep thematic analysis may show useful.

Only a minor part of the interviewees has a good grip on which exact dimensions are considered in definition of Halal tourism and have some knowledge of the adaptations required to it. Most of them have mentioned oral sources and Internet as their information source. A majority thinks Halal tourism may be of significance in Swedish tourism, if Muslims are targeted, while the rest are either doubtful or sceptic. Concerning pros of going after this target group, the majority report diversification of demand, general increase in demand, cultural exchange and general benefits to consumers, while a minority report having too little knowledge, or do not see any advantages or in a couple of cases have unclear answers. On the cons they point to the association between the concept of Halal to slaughter specifically, to the inability to deliver appropriate hospitality, to the possible detrimental effects on other target groups, point out the organisational adaptations necessary, put forth economic costs as well as cultural hinderances, or saw no downsides. A minority had either no ideas nor answers at all.

Whether one should go ahead and pursue this target audience or not, the answers totally varied. Some did agree, while others thought more thorough analysis of the target group was needed, or thought that all customers should be catered to as long as it does not adversely affect other target markets, or believed that this should not be a public responsibility, that invest is not on the proper level, or that at present no investments should be made, but if it turned out to be a high demand, it may be profitable. A minor part found it economically not defensible. When it comes to marketing Sweden as a Halal destination, several of them either mentioned Muslim nations or Muslim VFR tourists or specific geographic regions, while the rest either emphasizes need of more analysis, or claimed that they knew too little, answered irrelevant or gave no answer. On problems that may arise from marketing Sweden as a Halal destination, a majority either mentioned cultural difficulties or feared confused identity, leading to blurred destination image. Several of the interviewees found no problem while the rest either thought further analysis was needed or had no idea or answer. To the question if they were willing to pursue the target group, most of the interviewees was positive while several of the interviewees had negative opinion on it and few persons either did not know, answered unclear or gave no answer. As to under which conditions they could see Halal tourism being undertaken in Sweden, the answers are very varying. Nine persons either gave no answer or did not know while the rest either were against the idea or any

necessary adaptations or required respect to equal value of people, to sustainability and fairtrade.

# **Understanding the psycho-social benefits sought by international volunteers on organic farms in Norway**

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An increasing number of travellers “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 (Terry, 2014). In many rural areas of the world such unpaid labour has become determinant for the survival of small local companies and rural farms. Such cheap labour is a benefit for many businesses, such as farmers attempting to grow organic products, and thereby a benefit for their regions (Moscardo, 2008). However, what are the benefits these volunteers seek through their travels and unpaid work? Driver et al. (1991) defined the benefit concept as “a change that is viewed to be advantageous - an improvement in condition, or a gain to an individual, a group, to society or an entity” (p.4).

This paper provides some answers to the above questions based on a study to 1184 persons (response rate = 85 %) in a cross-sectional study sent to registered volunteers within the WWOOF initiative (World Wide Opportunities on Organic Farms) in Norway. This WWOOF- initiative is an international network of organizations promoting organic farming and sustainable lifestyles by connecting volunteers who are willing to work and live together with hosts in exchange for food, lodging and learning opportunities. While researched mainly by qualitative studies in Australia, Austria, Hawaii, Japan, Korea, New Zealand, USA, this is the first cross-sectional study of WWOOFers in Europe. These WWOOFers in Norway came from 77 countries, among which USA, Germany, France, Italy, Spain, and The Netherlands dominates. They were mainly young, well-educated, well-travelled, urban people wanting to explore rural living. The results show two main types of benefits they draw from their stays: a) external or social interconnectedness benefits as seeking a relational and intercultural sharing experience, exploring a sustainable lifestyle and live in accordance with ones interest in rural living and; b) internal benefits such as mental, self-realization, attain a certain status, and safe stays abroad.

# **The communication, representation and experience of a small community**

## **The case of Dals Långed in Dalsland, Sweden**

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Hospers (2010) criticizes city marketing for being largely focused on attracting new visitors, residents or investors. He argues that local authorities should use different marketing directed to the mentioned target groups, and he concludes that they especially should consider current populations in city marketing and invest in existing residents and firms rather than newcomers. Hospers thus plea for a shift from cold to warm city marketing, and as such a focus on actors that already have emotional and/or socio-economic ties with the municipality (Hospers, 2010).

This is in line with the shift towards an increased focus on inclusiveness and participation in place branding (e.g. Jernsand & Kraff, 2015; Kavaratzis, Giovanardi & Lichrou, 2017; Scheyvens & Biddulph, 2017) and thus including the multiple and possibly diverging voices of a place. Failure to do so may result in disaffection, apathy or unmanageable antagonistic clashes (Mouffe, 2013).

Oftentimes, city marketing is seen as a powerful tool to attract residents to a place. Simple migration data nevertheless challenges this idea (Hospers, 2010). In the case of Dals Långed, a town in Dalsland, Sweden, a rather large-sized group of residents are students who are attracted to study at the Academy of Design and Art in Steneby, Dals Långed, of which some end up staying after graduating. Dals Långed has also received migrants from Syria during later years, and is a place of immigration and diversity. In the summer time, tourists are attracted to visit the beautiful scenery of Dals Långed. Even though some tourists have travelled far distances, many tourists live nearby and have visited the destination before.

In this study, we build on and add to Hospers reasoning. We do this by studying the communication, representation and experience of Dals Långed among more differentiated groups compared to Hospers categories of new visitors, residents and investors. We focus on both a producer and a consumer perspective. From a producer perspective, we look at how Dals Långed, and especially its local actors (e.g. tourist organisations, the municipality and the village community), define and brand Dals Långed. We focus on what is communicated towards various target groups and study the ideas behind the communication. From a consumer perspective we study how the various target groups describe Dals Långed online. We moreover identify the potential gap between the producer and the consumer perspective, and thus how Dals Långed is branded by local actors versus what the target groups communicate and experience.

Consequently, in this study we illustrate the multiple identities of Dals Långed and conceptualize how the plurality of this small community is communicated, represented and experienced. We use concepts such as social sustainability, multiculturalism, migration, integration and participation as our lens; concepts that rarely has been associated with tourism and place branding research and practice. A central contribution of this study is that we expand the scope of Hospers' (2010) study to also consider additional categories and target groups. We also develop ideas regarding how Dals Långed, and other small communities, can benefit from engaging in warm city marketing and inclusive place branding.

## **TRACK 5**

### **City tourist destination planning and visitor streams**

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Destinations and their visitors are crucial to study in city tourism. Valls et al. (2013) proposed that identifying destination characteristics related to visitor segments and their holiday can help in the interpretation of contemporary urban tourism flows in Europe, facilitating city strategic planning in order to boost competitiveness. It is a challenge to identify the destination attributes and their benefits that the individual market segments value the most (Reisinger, Mavondo, & Crotts, 2009).

Within destinations in Sweden there is a lack of knowledge about visitor streams. For example, there are no available official statistics for detailed tourism streams in Stockholm (The statistical analyst at Swedish Agency for Economic and Regional Growth, 2018). The problem, though, is how qualitative information and statistics can be collected and analysed with the limited resources available. In addition, the statistics are too static, because they are not connected to a tourist's whole trip. New approaches will be demanded for tourism statistics and study techniques. Exploring tourist spatial behaviour based on social media big data is a new research field (Tang & Li, 2015).

There is a discussion how to use mobile data points in Sweden in order to understand pattern of travel to destinations and concentration of people at a destination during a specific time. In addition, there are difficulties such as the lack of knowledge of a person's background. However, the use of mobile data and other Internet sources is rapidly developing.

The purpose of this study is how visitor streams can be based on the destination characteristics and visitor segments be analysed and discussed in order to improve the destination by destination organisations? This is an ongoing research project about visitor streams.

This research included analysis of about 100 destination plans, a pilot study of statistics and qualitative destination information about Stockholm, tourist segments studies, in-depth interviews and a literature review. Statistical data and qualitative information in this research are used as “knowledge indicators” rather than as “unambiguous facts”.

The case study of the visitor segment “cruise passengers” to Stockholm has been chosen as an empirical example. During the high season, there could be between 2,000 and 16,000 cruise passengers in the centre of Stockholm on any given day. These sightseeing tours mostly use just three or five activity points, which are based on visitor attractions, restaurants, shopping, guided tours, outlooks and exploring independently. This means that a very small city area is used by cruise passengers.

In order to develop the tourist products and marketing there is a need for the destination organisations to understand the most important tourist segments and their segment streams within the regional and local destinations, using statistics and qualitative indicators. For example, the DMOs and local incoming companies need to coordinate the marketing, attraction development and logistics regarding their cruise products in the central of Stockholm. The stream content could be: defined visitor segment, visitor data, spatial destination data such as points and routes, time information and tourism product. However, there is also a need for understanding overall city people streams in order to plan the city's infrastructure, where big data could be used. As a result this will hopefully improve the destination logistics and reduce overcrowding.

The streams can be of different types, which demand different investigation and presentation techniques. The cruise passenger's visitor stream routes are of regular character. But the segment “private



car travellers” are of irregular character, where the tourists can be analysed in visitor sectors connected to an investigation technique, when moving around individually.

Finally, this research propose the visitor stream concept and future research of various visitor segment streams and the city's people movement pattern. A basic method for analysing visitor streams is suggested: defining “regional and local destination” and its characteristics, investigating quantitative and qualitative destination information, identifying important visitor segments, analysing segment streams and overall movement patterns of people with new destination tools.

# How the Iranian Fire Festival in Stockholm is perceived by the visitors?

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Every year, a Tuesday in the middle of March and after 5:00 pm the Iranian Fire Festival (Eldfesten in Swedish, Chaharshanbe Suri in Persian) is celebrated outdoors in the center of Stockholm and ends before 10:00 pm. This event has its roots in ancient Persia, but now it is celebrated by several nations in the Middle East, Caucasus, and Central Asia. The Stockholm festival is arranged and financed by The Swedish National Theatre and several times earlier it has been opened by Swedish ministers. The event visitors are mostly of Middle Eastern background coming from Stockholm area. Since 2016 it can also be watched live through Swedish and foreign TV stations and through Social media. During the earlier years the event was held in Kungsträdgården (The Royal Garden) but this year it was arranged in the amusement park of Skansen.

Ethnic cultural events in major urban areas create good images for cities and countries but also for immigrants and their neighborhoods in the city of issue (McClinchey, 2008; Loukaitou-Sideris and Soureli, 2012), and a sense of belonging among immigrants (Chacko, 2013). Many stakeholders are involved in such events (Getz et al 2007; Getz And Andersson, 2010) but perhaps the most important stakeholder is the visitors of the event. Therefore, it is of high relevance to study the visitors' visit motivations, their perceived experience in terms of satisfaction level and their level of loyalty i.e. if they intend to visit the event next year (Savinovic et al, 2012).

The aim of this research is to get insights on the visitors of the Fire Festival, their motives behind participation and how they perceive their participation afterwards. The main methods chosen in this research is participant observation and 257 completed surveys online until April 11<sup>th</sup> 2019.

## **Preliminary results**

The respondents are 63% men and 37% women, and they are mostly older than 40 (44% are older than 50). More than half of them have been living in Sweden less than 21 years of which 17% less than 5 years. 83% of the respondents call themselves Swedish-Iranians. More than 80% of the respondents have academic education (of which 7% with PhD education) and most of them are employed either by public or private sector. A considerable number of them are also either self-employed, students or retirees. They have come from different districts of Greater Stockholm while a minor part has come from municipalities outside the county. A pre-dominant majority of them have come there with friends and family members, and most of them have been participating in the festival for third times or more. Also, more than half of them have visited the Skansen park three or more times earlier. The main reasons why they celebrate the festival is to keep the old tradition and culture alive. The celebration creates feelings like happiness, pride, community, belonging, nostalgia, childhood, the Spring. Concerning the question what the place or arena means to you they either like Skansen or prefer other places in Greater Stockholm or do not care about the place but the festival and other issues such as security and safety. To the question "what do you think about celebrating the festival at Skansen" they give positive answers and to the question "are your expectations on the festival fulfilled" the majority are totally or partly agreed. They also believe that this event must be celebrated every year and give many improvement suggestions and additional critical comments such as more food trucks, better and cheaper food, more professional artists and happy songs and music.

# **Perspectives of Over-tourism in four Pre-Industrial Historical City Centers: A research idea**

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Over-tourism has become a new subject for research, particularly on urban sustainable tourism, during recent years (Novy, 2018). The term refers to when the number of tourists at a certain time in an extreme way exceeds the number of locals in the destination (Goodwin, 2017). This phenomenon creates a series of problems for the host destinations and puts pressure on them and their attractions, on the local service facilities and the genuine urban culture (Postma and Schmuecker, 2017; Trancoso Gonzalez, 2018; Weber et al, 2017; Montanari & Staniscias, 2010). Earlier research has shown how this phenomenon results in tension/conflict between locals and tourists and creates phobia among host people towards tourists (Postma and Schmuecker, 2017; Martins, 2018; Milano et al, 2018). Recent research (Koens et al, 2018) shows that tourism stakeholders in many European cities show great awareness on the issue in their cities. Earlier research has mostly focused on locals while a focus on the visitors has been lacking.

The purpose of the research is to get more empirical insights in over-tourism in four European city centers, Dubrovnik, Visby, Stockholm, and Riga, from both perspectives of locals and visitors/tourists, and thereby get knowledge through the challenges to, and opportunities for, both constituencies that are created in this learning process. This is in consistence with earlier research with same purpose (Costa et al, 2018). The research is justified by the fact that the topic is still new, and there are not too many studies published as of now. The first common characteristic between these four cities is that they all are cruising ports. The two first cities are rather towns than cities, almost of same size and natural preconditions, while the latter are much larger, capital cities in the Baltic Sea region with almost similar preconditions i.e. Over-tourism in the downtown area during peak season.

The overall methodological approach in this project will be qualitative consisting of triangulation (mixed methods) based on comparative case studies. The data collection methods will consist of: field observations during the peak season in July-August in the four cities, face to face interviews and email interviews.

## Over tourism – some empirical evidence

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‘Over tourism’ (sometimes labelled as ‘crowding’ or ‘people pollution’) is a concept indicating both a *psychological* dimension (i.e. referring to subjective experiences) and an *objective* dimension (i.e. a measure of the absolute number of tourists (pr some indicator) at a particular place at a particular time). Objective data are difficult to obtain concerning over tourism (all data about the absolute number of tourists at a particular place and time are difficult to obtain), subjective data of the experience of crowding should be more achievable. In the present project proxies for objective crowding and the subjective experience of crowding were used to understand the relationship between the two constructs.

Data from one of Scandinavia’s largest cruise ports (large surveys conducted in 2016, 2017 and 2018) were used for the analysis of this relationship.

The results indicate that cruise tourists are the ones who experience the highest degrees of crowding. Simultaneously, data also demonstrate that on days with many cruise ships at the destination (high objective crowding) the subjective experience of crowding is higher than on days with few cruise ships docking. This information may be of interest to tourism policy makers and urban planners, since there are data indication that the experience of crowding has negative impacts on tourists satisfaction with destinations.

# **Does Over-tourism really exist in Dubrovnik? A perception study of local tourism employees**

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Over-tourism has become a frequently used term in Urban Tourism research, during last years. By it means over-saturation of tourists (e.g. Stanchev, 2017) i.e. when the number of tourists at a certain time and at a certain place exceeds powerfully the number of locals in the place (see e.g. Artal-Tur et al, 2018). Such situation creates a series of problems for the host destinations (Postma and Schmuecker, 2017) because of the limited service facilities available (Butler, 2018). The pressure on the host destination results in conflict and tension among hosts and tourists, and in long term antagonism, and tourism phobia among locals (Alexis, 2017). The overall aim of this research is to get a deeper understanding of Dubrovnik's tourism employees' perception of Over-tourism in their town. The chosen method has been field observation during peak season (July 2018) and 18 email- interviews with local tourism employees between 2018-2019.

## **Results**

The employees who answered to 14 questions have positions such as manager, receptionist, owner, and represent different tourism and hospitality sectors like hotels and restaurants, tourist bureaus, etc. They have been working within tourism industry between 3 and 30 years. They show small difference in their views on low- respectively high season of tourism in the town. They define Over- tourism in general, believe it exists in Dubrovnik in some short periods, and describe in detail how and when it happens there. The reason behind Over-tourism in Dubrovnik is summarized by them in big demand that exceeds the supply side i.e. too many tourists by ships, aircrafts, cars and buses arriving at the same time in peak season. They claim that the Over-tourism creates a series of problems such as traffic, damage and pollution, and confirm that the local authorities are aware of the problems. A powerful reduction of number of cruisers, better management, organization and schedule of arrivals, better information to tourists, reduction of taxis from rest of the country, forbid foreigners come by car to the city, etc. are among their own suggestions to solutions for the problems. Some of them talk about attracting quality/luxury/elite tourists instead of mass tourists. Several of them also confirm that the local tourism industry firstly tries to reduce the number of cruisers and partly flights, and then find a better coordination of activities, and other regulations for people coming by cars. The interviewees prefer mostly tourists coming by charter flights, then cruise tourists specially luxury such, and they believe that Dubrovnik and its surrounding region is not at all suitable for car transport and cartourists.

## **TRACK 6**

### **Social impact of tourism in Iceland: Have we reached the point of no return?**

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Since the systemic banking collapse in 2008 followed by a severe economic depression, tourism has become one of the main driving force of economic recovery in Iceland. From 2009 and onwards tourist arrivals have grown annually on average by 16% with a record breaking growth of 39% between 2015 and 2016, revealing Iceland as a tourist hotspot. Such rapid growth that has had positive economic effect does not come without its challenges. Problems caused by the high influx of tourists in Iceland have frequently been the attention of local as well as the international media, and Iceland, in particular the capital Reykjavík, has been discussed in relation to the ongoing debate of overtourism. Excessive growth of visitor numbers can lead to overcrowding in tourist destinations, and that may affect the residents in a negative way. In other words, tourism can enforce permanent changes regarding the quality of life and lead to the destruction of general well-being. But is such bleak outcome for the host communities inevitable?

In the era of overtourism, insights to residents' views and how they tackle increased pressure from tourists and tourism have perhaps never been more important. The tourism literature has, indeed, for a long time recognised that tourism affects host communities and people's lives in both multifarious and complex ways. This paper focuses on social impact of tourism on residents in Iceland and how the residents view and experience tourism in their local community. Since 2016, the Icelandic Tourism Research Centre has conducted resident surveys, one quantitative telephone survey on a national scale (n=2370) in 2017 and mixed-method surveys consisting of semi-structured interviews and a telephone survey in seven small communities around Iceland in 2016 and 2018.

These surveys indicate that residents both feel positive and negative impacts from tourism in their communities. Factor analysis and ordinary least squares regression analysis on the national survey data revealed a positive relationship between residents' perceived tourist crowds in their communities and perceived quality of life. Contrary to aforementioned consequences of rapid growth, the paper concludes that resident's attitudes in Iceland towards tourist and tourism have not deteriorated at the same pace as actual tourist numbers in Iceland have grown and thus challenging the question of whether Iceland really is at the brink of overtourism.

## **The complexities of northern lights tour guiding**

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Arctic destinations have experienced a massive growth in organized northern lights tourism the last decade. Northern lights rely on a naturally occurring phenomenon that is temporally and spatially discontinuous and sightings are only possible in the darker season, preferably in places with limited light pollution. To increase their opportunities for seeing northern lights, many tourists buy guided tours. This paper explores the complexities of northern lights tour guiding, based on qualitative data from northern Norway. It argues that northern lights tour guides need a spectrum of competencies and skills in order to provide satisfying tourist experiences. Competent guides, for instance, need to know and understand northern lights science and myths, local weather and climate, and tourists' cultural preferences and behaviours. They also need expertise in how to deal with tourists' emotions. Due to the uncertainties of northern lights sightings and the emotional power these lights hold over many tourists, the guides need specialized skills in emotional labour and tour choreography.

Northern lights sightings are sought in cold and inhospitable environments, which requires that guides are able to select suitable and safe locations, which entails an intimate knowledge of the landscape, and in particular its topography. Northern lights are a visual and trophy-like attraction, heavily marketed and promoted through social media. Many tourists are eager to bring back home a memento of the lights, however, capturing decent photos requires specific settings of the camera, a technical skill that most tourists expect that the tour guides have for exactly their types of camera. Many tourists also would like to be photographed in front of the lights, which requires that the guides at least are semi-skilled photographers. Collectively balancing tourists' emotional expectations, the uncertainties of northern lights sightings, the harsh natural environments and winter climate effects upon tourists, along with their wishes for sensational, visually documented experiences makes northern lights guiding a particularly demanding occupation. The paper explores the experiences of guides and the strategies that they employ to satisfy both their clients' and their own needs.

# Hosts and Guests in Participatory Development

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During the past decades, the idea of local participation has played an important role in the search for more sustainable, responsible and inclusive ways of developing tourism. The basic idea behind the participatory tourism development is to guarantee the local communities' involvement to tourist development by recognizing locals as agents of their own development (Jamal & Dredge 2014). In practice, the initiatives for inviting more tourists and improving tourism products often come from the outsiders, from the guests. Various examples indicate that despite, and even because, the good intentions of enhancing well-being and empowerment, local communities tend to play the role of the guests in participatory projects hosted by researchers and development practitioners (Höckert 2018; see also Butcher 2007; Scheyvens 2013). While community participation has often been treated as a novel and democratic idea in tourism settings, the conceptualization of participation derives from a rich, and even contradictory, legacy of agendas (see Cohen & Uphoff 2011; Cooke & Kothari 2001) – not least in indigenous communities (Holmes et al 2016; deBernardi, Kugapi & Lüthje, 2018; Müller & Viken, 2017).

The paper approaches inclusion from the perspective of participatory tourism development by discussing the roles of hosts and guests both in research and practice. It offers an overview of histories of participatory development, moving towards contemporary debates on the importance of including local communities in tourism development. The paper in the making has been written side by side with a development project called *Culturally Sensitive Tourism in the Arctic* (ARCTISEN), which can be seen as an example of an initiative which aims to keep the roles of hosts and guests constantly on the move. The novelty of the project lies in its facilitating transnational cooperation that will enable tourism start-ups and existing small and medium-sized enterprises to visit others and to craft together culturally sensitive tourism products in the Arctic.

While acknowledging the structural challenges of our project worlds, the authors wish to explore the possibilities of local tourism actors hosting tourism projects. The paper suggests that the notions of hosts and guests are valuable tools when envisioning and promoting alternative, more inclusive ways of developing tourism in the future.



# **Towards accepted image of a place: Case of place branding from Iceland**

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In recent years place branding has become a major task for cities, regions and even countries as competition for investment, people and tourism has become more severe. Scholars and place branding practitioners mostly agree that the process of place branding is a holistic task of the whole place (Kavaratzis, 2004, 2005). It is about what characterizes the place and is mainly a identify driven process. The process is to formulate and present an image which is highly influenced by the cognitive and the affective components of a place (Baloglu & McCleary, 1999).

Place brands are therefore important to the stakeholders of the place such as political leaders, business owners and public officials to stand out and appeal to its target markets. Often however, it is unclear what the best place brand is for a given place that is widely accepted by its stakeholders. Also, when disagreements arise on what contributes to the perception of an image of a place, or a destination, only complicates matters further.

The problem is then to find and identify, if possible, the right and appropriate image to project to potential visitors, tourists, residents or business owners that is widely accepted from diverse stakeholders of that place. What is the main physical identity and what are the intangible factors that describes the culture of the inhabitants and what associations are behind the image?

The purpose of this paper is to present findings from a place branding process in a small town in Iceland that mainly used lava, vikings and elves to promote itself. The results bring together what cognitive and affective components emerge and identifies the place and how it can be formulated into a place image that is widely accepted by its stakeholders.

The data was collected from 24 interviews with various stakeholders of the place including inhabitants, business owners and people in public governance. Two focus groups were organized of the same groups of stakeholders and an open meeting for all interested was organized to discuss further the findings. Also, three surveys were used to collect more data, one survey for inhabitants (N=372) of the town, one for business owners (N=52) and one survey for people living outside (N=262) the town. Furthermore, comments from TripAdvisor were collected as well to get the perspective from tourists visiting the town.

Results from interviews and focus groups show that the image of the place was somewhat vague and residents and people in governance were somewhat confused and unsure what identified the place or what kind of image should be presented to others. However, when analysing the data collected from interviews, focus groups, open meeting, surveys, and comments from TripAdvisor, several factors emerged that were both clear and distinctive as well as synonymous of what characterizes and identifies the place. The results were used to build the place brand and to represent it with the help of branding theories.

# **Knowledge building and Revitalizing of Food Traditions through Tourism: A Culturalization Process?**

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Food has an increased important role in tourism for many reasons, where cuisine is by some, seen as the most salient and defining markers of cultural heritage and tourism (Timothy & Ron, 2013). Food in tourism might produce new knowledge about old food traditions for the tourists, but also for the local people, through identifying, conserving and displaying old food traditions. This paper aim to identify and make visible, how local food might create new knowledge about culture and traditions, with reflections in the context of cultural sensitive tourism. The paper aim to identify how new knowledge and understandings are created through identifying food rituals and cultural roles, among the indigenous people in Arctic Norway. These new understandings identified through informant's stories, are anchored in traditional food practices, based on local resources from plants, animals, the sea and landscapes.

## **TRACK 7**

### **Searching for sensitivity. Tourism and culture in Greenland**

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Tourism is a relatively new and slowly growing sector in Greenland. However, its further growth carries the potential to impact the representation and commercialization of Inuit and Greenlandic cultural and everyday lives in often small and remote communities – in a negative as well as positive way.

As part of the ARCTISEN project, which explores and develops culturally sensitive tourism in the Arctic, we asked Greenlandic actors within tourism (DMOs, entrepreneurs), cultural institutions (museums, cultural houses) and cultural industries (arts, music) to deliberate their perceived ties between tourism and culture in Greenland.

During these conversations, many actors expressed skepticism and incomprehension towards the concept of cultural sensitivity. The material generated insights into the unwillingness to self-label as indigenous, rather using the term of Greenlander as a meaningful, although also contested (national) identity from where to talk about culture and its multifarious links to tourism.

The material adds to the ongoing exploration of Arctic indigeneity and its role in culturally sensitive tourism as highly situated. One question is whether, how and what tourism actors across Arctic can learn from each other in future Arctic tourism development. Another question is how in this search for better Arctic tourism futures, adapting for different ways to sensitively explore the relationship between tourism and culture can be cultivated.

# Cultural Sensitivity in Arctic Tourism: Opportunities in the Canadian North

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Canada's northern territories account for 40% of the country's landmass (Natural Resources Canada (NRCAN) 2017) and 25% of the total global Arctic (The Arctic Institute 2019). More than 111,000 people live in the Canadian territories; over half of which identify as Indigenous (86% in Nunavut, 51% in the Northwest Territories, and 23% in the Yukon) (Statistics Canada 2019). In recent years, the Canadian Territories have seen an increased demand for tourism products and experiences; many of which include an Indigenous tourism component. In 2014 alone, more than 400,000 domestic and international tourists visited the Canadian territories; representing \$483 million dollars in tourism expenditures (Statistics Canada 2018). As the demand for Indigenous tourism products and experiences increases in the Territories, considerations pertaining to cultural sensitivity in tourism are brought to the fore. Terms such as cultural sensitivity, awareness, competence, and culturally sensitive or appropriate are often used in the Canadian context, but are rarely defined. Domestic guidelines have been developed to support sensitive Indigenous tourism, but little research has been done to determine the extent to which these guidelines have been applied or used in the Canadian Arctic.

This presentation will highlight the common features of cultural sensitivity in the Canadian tourism literature; and present preliminary findings on the extent to which existing domestic guidelines for sensitive Indigenous tourism are applied in the Northwest Territories, a Territory in the Canadian Arctic.

This research project was undertaken in two parts. The first, was a systematic literature review to establish how cultural sensitivity is understood and taken up within Canadian social science and tourism- related literature. The second part of the project consisted of a case study of the application of domestic guidelines within the tourism industry in the Northwest Territories; specifically, in city of Yellowknife and surrounding areas.

Preliminary findings indicate that cultural sensitivity (and related concepts) are rarely defined in the literature. Instead, the literature describes how cultural sensitivity *should look*, or what it *should encompass*; including concepts of respect, trust, ethics, cultural identity, mutual understanding/ cultural exchange, self-determination/ governance/ capacity building, and recognition of unique healing/ wellness/ spiritual needs.

This research supports the Canadian-specific components of the Culturally Sensitive Tourism in the Arctic (ARCTISEN) project, a three-year project involving community, academic, and industry representatives from Finland, Sweden, Norway, Canada, and Denmark/ Greenland, and sponsored by the European Union's Northern Periphery and Arctic Programme. This research contributes to conceptual and applied understandings of culturally sensitive tourism in Canadian contexts, with specific

considerations for arctic settings. Through the identification of existing gaps and opportunities associated with culturally sensitive tourism in the Northwest Territories, this research can help inform the development of additional guidelines or policies on sensitivity, as well as tourism products and experiences in the Canadian arctic. This research has applications for academics, policy-makers, industry partners, and local communities.

## Cultural sensitivity in tourism

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Complaints about different forms of tourism development boil down to insensitivity among tourists, tourism developers, and sometimes even tourism researchers. Indeed, the stereotypical images of ‘the tourist’, and our ways of consuming places and cultures are rarely connected to sensitive features like respectful, thoughtful, subtle, delicate, compassionate, sympathetic or understanding. Instead, as a growing number of tourism researchers lament, tourism as such is perceived as a form of ego-tripping (Smith 2009), where the ‘figure of the self looms large’ (Caton 2014, 185). It is against these conventions of practice and development that we to explore, test and discuss the notion of *sensitivity* as a prerequisite for responsibility in tourism (see also Grimwood 2015).

This conceptual paper in the making is fueled by curiosity about the ways in which *cultural sensitivity* can offer an alternative, respectful, more nuanced and caring orientation towards otherness and ‘the Other’ (see Levinas 1969). While *cultural sensitivity* has been addressed particularly in contexts of education, social work and health care (cf. Sousa & Almeida, 2016), it has been scarcely used in tourism conceptualizations and discussions (for exceptions, see Hall, Mitchell & Keelan 1992; Guntoro & Udomsade 2006; Donohoe 2011; Doubleday & Grimwood 2013). Instead of approaching sensitivity as a cultural feature (e.g., that cultural group is sensitive to tourism impacts), trying to create a model or guidelines for culturally sensitive tourism, or offering an exact definition of what cultural sensitivity *is*, we search for answers to the question of ‘why’ cultural insensitivity and explore the possibilities of what sensitivity *can* and *might do*.

The paper underlines the importance of recognizing and challenging the underlying causes of cultural insensitivity. For this purpose, we draw inspiration from theoretical discussions of recognition as a central part of cultural justice (e.g. Fraser 1997; 2013; Taylor 1994). The paper pays particular attention to the ways in which current forms of cultural insensitivity become reproduced in indigenous tourism settings in the Arctic. By using previous empirical examples of cultural fallacies and pitfalls in the context of indigenous tourism – including assimilation, stereotyping and appropriation – we discuss the need for heightened recognition of historical contexts, multiple voices and existing power relations in order to enhance cultural sensitivity within these contexts.

The paper weaves together a relational vision of sensitivity, drawing focus on the ways in which we think, do, experience, research, know, negotiate and develop tourism together in crosscultural and intersubjective relations with multiple others.

## **Sensitivity, souvenirs, and genre**

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As a category in a colonial Western World View, indigenous people have been relegated to a pre- modern state and exhibited inside the frames of certain genres (Chow 2006). Artefacts from their culture have been decontextualized and re-contextualized as ethnographic objects and art (Kirshenblatt-Gimblett 1998). Tourism and practices of representation has been closely linked to such general trends. Nevertheless, different peoples have had their distinct stories of representation making it necessary to pay attention to both general western as well as the particular. In the case of the Sámi these particularities also relates to their location in four different nations (Olsen 2003; Pietikainen & Kelly-Holmes2011).

In this paper I analyze changes and differences in the representation of the Sámi in tourism by souvenirs. In the different Nordic countries there have been a long tradition for representing the Sámi as an exotic nomadic people as well as childish representation of the uncivilized. Nevertheless, there seems to have been a change where Sámi souvenirs increasingly have been framed inside the genre of art. Former common themes and ways of representing the Sámi seems to have lost ground, and are increasingly deemed not appropriate in a public discourse. Even if such themes and genres still are found does it seems like it has become a division between sites where souvenirs are sold.

This can be seen as a result of the critique raised by many Sámi and changes in their position in the Nation States, where certain souvenirs are regarded as improper. In that way it can be understood as a step towards a more sensitive approach to Sámi culture. The flip side might be that these changes just represent a new relegation of the representation of the Sámi to a common timeless genre in Western culture, the realm of art.

## **Addressing natureculture in touristic urban transitions**

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During the last years, my own research has engaged in ontological debates with connections to French poststructuralism, i.e. debates that have concerned, amongst other questions, the role of materiality, the more-than-human, and the more-than-representational in constructivist explorations. Not least, the presences and workings of a nature-culture dichotomy have become important in my work. In my research on dogs and humans involved in long-distance dogsledding in Norway, I continuously train my eye to observe how what we tend to designate as “natural” elements is present in world making processes where nature and culture make up the same story. This ontological exploration has changed some of my understanding of urban development, which was a main topic in my PhD thesis. My recently acquired sensitivity for natureculture has accompanied me on my visits to Tromsø, where I used to live for many years before moving to Alta. During the seven years that I have lived in Alta and made these visits, tourism has boomed in Tromsø. My growing natureculture-sensitivity has thereby become part of a continuous re-reading of Tromsø as a tourist hub in the growing Arctic tourism. I notice how for example also Tromsø inhabitants have, inspired by tourists, started to seek out of the city to find the best spots for observing the northern lights. I observe tourists in what inhabitants previously considered “non-tourist places”, like when I choose to walk through the floodlit tracks –the

«green lung» - of the city. In addition, when I go back country skiing in the mountains that surround Tromsø, I now queue up with Swedish, Finnish, Italians and Spanish skiers. In many more ways, tourism has become a highly visible part of transformations of Tromsø.

Combined in the learning process I am in, these experiences have spurred reflections and made me ask what researchers’ sensitivity for naturecultures mean more generally for their readings of urban development. More specifically, what does this sensitivity enable us to observe and ask in urban transitions marked by tourism growth? Related to this, I also question what it means for urban development that researchers as well as the tourism industry tend to designate much of Arctic tourism as ‘nature based’, with implicit or explicit references to be it ‘art tourism’, ‘food tourism’, ‘heritage tourism’, or ‘cultural tourism’ as something else. More than suggesting answers, this paper will pursue what challenges and opportunities that accompany these questions.



## **TRACK 8**

### **Consumer Culture Theory's Sociocultural Approach: Potentials for Advancing Tourist Studies**

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#### **Introduction and aim**

Tourist studies that are informed by traditional consumer research, such as decision-making theory and motivational studies have been criticized for their individualized representations of tourists (Larsen, 2008; Obrador, 2012; Schänzel, 2010). In the quest to “re-socialize” tourism research, tourist studies are increasingly being informed by other approaches; such as the ones manifested in what is often called the social turn. The social turn in tourist studies emphasizes how families (and other travel units) “do” family, kinship and relationships, and how they perform “thick sociality” during the holidays. Thus, the focal research unit is the groups we travel with rather than the individual tourist. Hereby, the social turn in tourist studies accentuates how we bring with us domestic everyday life roles, responsibilities and relations when we go on holiday. Although the social turn in tourist studies has advanced research considerably through its focus on sociality ‘en route’, it has done less in terms of mapping how sociocultural elements and contexts inform tourist experiences. We therefore suggest consulting a more recent stream of consumer research, i.e. ‘Consumer Culture Theory’ (CCT) (Arnould & Thompson 2005; 2015), for perspectives that can contribute to conceptualizations of tourists’ experiences that may focus not only what happens during the holidays, but also how sociocultural meanings, influences and dynamics discursively frame holidays as an integral part of life.

#### **Consumer Culture Theory (CCT)**

CCT research has been described to be “fundamentally concerned with the cultural meanings, sociohistorical influences, and social dynamics that shape consumer experiences and identities” (Arnould & Thompson 2005, p. 875). It covers an array of psychological, cultural and societal approaches to the study of consumption that accentuate how consumption is embedded in broader cultural frameworks and frames of references. Broadly speaking, CCT is comprised by two streams of research (Jensen, Lindberg and Østergaard, 2015). One focuses on the individual consumer mostly based on social-psychological ontologies – beyond traditional cognitive perspectives (e.g. Holbrook & Hirschman 1982; Belk 1988; Fournier 1998; Schau & Gilly 2003). The other focuses on consumption’s symbolic meanings in cultural contexts and is based on sociology and anthropology, arguing that culture is the lens through which consumption takes on symbolic meanings (e.g. McCracken 1986; Holt 1995, 1998; Muniz & O’Guinn 2001; Cova, Koozinets & Shankar 2007). The latter perspective could be referred to as the cultural turn in consumer research and a key tenet is that meanings resides not only in consumers and products, but also in culturally constituted worlds. Hereby rituals, traditions, ideologies and social practices, such as going on holiday, become markers and makers of cultural meanings.

#### **The Possible Contribution of CCT’s Sociocultural Approach to Tourist Studies**

We suggest that CCT, and in particular, the sociocultural approach in CCT, represent a much-needed perspective on tourism phenomena as it eradicates the home-away dichotomy and reduces the tendency to study holidays as if they are freed from of everyday life sociocultural contexts. Taking on the role as a

tourist, we argue, relies on discourses that are manifested in the ways we use language and visual images that not only reflect or represent holidays as sociocultural entities, but also construct and constitute what holidays “are” and what it means to be a tourist. So, when tourists prefer to be called travelers (or at least anything but tourists); when we endow special interest, niche and sustainable tourism with positive meanings and scorn mass tourists; when we all smile when presented with the stereotypical image of overweight, Caucasian tourists with their smartphones, selfie sticks and socks-in-sandals wearing sunglasses, shorts and sunscreen; when we feel (at least) a bit awkward telling our colleagues, “no, I’m not going anywhere this summer”; or when we argue that we ‘need’ a holiday to ‘recharge the batteries’ – when we do this, tourism becomes an integral part of a sign economy through which we actively use holidays to create extended selves and social identities. Cultural imaginaries and meanings thus shape holidaying as practices and acts of consumption in a sign economy where tourists’ imaginaries on holidays and tourism draw in an “emotional regime in culture through its ethics of continued pleasure in a modern life” which is “a precondition for understanding why experiential consumption is essential to consumers today” (Jensen et al., 2015:19). Using examples from the authors’ qualitative fieldwork as well as popular media discourses on holidays, this presentation digs into the sociocultural meanings and dynamics of tourism and how tourism is part of a culturally constituted world where holidays are markers and makers of cultural meanings, social identities and extended selves.

## **It is mostly about tourism and money – Discussions in Finnish media about accepting pandas as gift from China**

Animals and their role in tourism has been discussed rather extensively, from cloning animals for tourism (Wright 2018), human-animal relationships (Markwell 2015), animal welfare (Hughes 2001), zoos (Frost 2010) to how animals in general can be used in tourism (Äijälä, Carcia-Rosell and Haanpää 2016). The importance of animal welfare is an issue that has been raised above the others by especially Fennell (2015; 2012). Maybe somewhat surprisingly, very few studies have been focusing on pandas being borrowed from China for becoming tourism attractions in countries chosen by the Chinese government.

The aim of this study is to deepen the understanding of how political decision-making at different geographical levels resulted in a panda couple moving in to the Finnish zoo Ähtäri, a zoo with rather poor accessibility by public transportation from the Helsinki area with 1,5 million potential visitors. The data collected and analysed for this study comprises over 40 articles published in the main Finnish newspapers until July 2018. The results show that politics were highly influencing the many years of work first to get the pandas to Finland but secondly also the decision to choose Ähtäri zoo as the new home for the bears. Political decision-making was visible at both international, national and local level resulting in that the local government of a municipality in severe economic crises supported the investments needed to get the pandas as a new tourism attraction to the local zoo. Ähtäri now uses the Pandas to put the municipality on the map of potential tourists both domestically and internationally. Thus, the pandas Lumi and Pyry came to Finland to become a tourist attraction, which also can be seen from the analysed articles. Very few of the articles discussed that fact that the panda bear is near extinction, and Finland by offering a new home for the pandas thereby could contribute to the work to save the species.

## **Tourism at the Crossroads Looking to the past**

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There are lessons to be learnt when looking at tourism from an historical perspective. It is apparent that in many instances contemporary tourism, and its consumption is encouraging a domestic and local resurgence of interest in destinations closer to home. In an era of liquid modernity Bauman (2000) it is, maybe a time to reflect and look to the past. This extends to the re-localising, and sustainable production of food, perhaps the antithesis to mass production and consumerism.

The south west of England, a long established food producing (and exporting) region provides numerous examples of destinations now in a process of re-generation and reinvention, presenting themselves to twenty-first century consumers. The counties of Devon and Cornwall demonstrate how features which appealed to earlier generations find new markets and in the context of tourism, food and cookery give a competitive advantage.

The region is geographically diverse, a peninsula with extensive and contrasting coastlines, countryside and moorland. In its peripheral coastal and rural districts, for example North Devon, one of its iconic attractions, the picturesque fishing village of Clovelly is attempting to revive interest in the fish it was famed for, and to which it owes its existence. Within a timeframe of the twenty-first century it has established festivals and celebrations of its herring fishing heritage.

Devon as a food producing region is now regarded as a significant and diverse food destination, its scope embracing more than Michelin stars and artisanal foods. Devon's food tourism relies on regional specialities, for example clotted cream, and is well known for the ubiquitous 'Cream tea'. However, new products and a revival of localism in food are leading to a rediscovery and appreciation of the traditions, and foodways of a locality - the individual rather than mass produced and homogenous.

New technologies provide the opportunity for instant access to an edible heritage in a contemporary setting, demonstrating a balance between economic and environmental considerations. Food is often presented as special, possessing uniqueness, tradition and culture, and through heritage food events (festivals, celebrations). At a time of change, historical research has a role to play in the longer term future of tourism. Archival resources do not just provide a nostalgic veneer in marketing a destination but demonstrate a deeper connection and attachment to the past - whether skills or products.

# **Threat of Terrorism for Future Travels: Episodic Future Thinking and the Perceived Risk of Terrorism**

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## **Introduction**

Perceptions of terror risk predict travel intentions and are assumed to have important implications for travel behavior more generally (Gray & Wilson, 2009; Sönmez & Graefe, 1998a). How risky we perceive terror attacks to be might depend on how we think about potential future attacks, specifically whether this thinking takes the form of simulating a specific, personal episode (episodic future thinking), or whether the thinking is abstract, non-personal and non-specific (semantic future thinking). This project aims to investigate whether episodic future thinking increases perceptions of terrorism risk, compared to the effects of semantic future thinking.

## **Study**

An experiment was conducted including 277 participants that were randomly assigned to one of four conditions: an episodic future thinking-condition, a semantic future thinking-condition, an episodic counterfactual thinking-condition (serving as an active control condition) and a passive control condition. Perceptions of terror risk were measured using an index consisting of the perceived risk of six hypothetical forms of terror: a bomb explosion at a public place, a biological terrorist attack, a chemical terrorist attack, a terror-related car attack, an armed terrorist attack and the hijacking of a flight. Data are currently being analyzed, and preliminary findings will be presented at the conference. As risk perception is assumed to predict travel intentions and travel behavior, the results of this study will have potential implications for tourism research.

## **A working holiday: From home to destination with a guide dog**

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Assistance dogs within the travel and tourism industry remain an underexamined area of research. While there is burgeoning research on the role of pets in holiday decision-making and travel behaviour, little is known about travelling with an assistance dog. In an effort to shed light on the experiential dimensions, this paper draws upon interviews with guide dog owners to reconstruct a travel journey from home to the holiday destination, highlighting the work performed by guide dogs, as well as the limitations of their abilities and the barriers experienced in getting to and from the destination. Thus, this paper uncovers key points in the journey that present common challenges to travelling with a guide dog.

To set the foundation for this discussion, we begin with a summary of reasonable adjustment legislation and assistance dog rights. This is followed by a brief discussion of the types of training guide dogs, specifically, undergo in order to perform their work with visually impaired persons. Then, taking a descriptive approach, this paper provides rich, narrative accounts of particular segments of the travel journey from home to destination. Additionally, we supplement these narratives with analysis of related assistance dog specific policies within the travel and tourism industry, as well as an investigation of the former guide dog specific hotels once found throughout the UK.

## **TRACK 9**

### **Investigating the motivating values of micro and small sized accommodation owner/managers to enter into (sustainable) entrepreneurship**

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This research looks at the motivating values of owner/managers of micro and small-sized accommodations for entering into hospitality business. According to theory, this is either because of self-enhancement or self-transcendent motives. Both types may lead the entrepreneur to implement sustainability measures in his operations, only the extent and depth to which this is done depends on the underlying values of the person. 17 explorative semi-structured interviews were carried out.

Results show that the primary reason for entering into business is due to self-enhancement motives. Notwithstanding, a number of entrepreneurs mention both self-enhancement and self-transcendent reasons. Values seen as most important are freedom, pleasure, enjoyment and helping others. When compared to implemented sustainability measures in their firms, some patterns emerge. These reflect 'low hanging fruit' actions like LED lights and separating waste, and more advanced measures such as waste prevention and educating guest about sustainable behaviour. When referring to sustainability, the entrepreneurs mostly explain it as actions that are good for the environment.

Actions that are good for society are not seen as belonging to sustainability, even though the entrepreneur undertakes several actions that add value to it. Further research is needed to get a better understanding of the types of sustainability actions that are implemented in connection to the prioritized values of the owner/manager.

# **Climate emissions based on tourists' travel motives and trip typologies: Scenarios for more sustainable tourism transport behavior**

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Air travel accounts for 60-95% of the climate impacts of a vacation (Gössling et al, 2005) and in 2017, the total climate impacts of air travel in Sweden was at the same level as the total impacts of car emissions (Kamb & Larsson, 2019). However, there is potential for a reduction of climate impacts with a change in tourism transport behaviour. For example, 3% of Swedish vacations are to intercontinental destination, accounting for 25% of total emissions. If this share decreases to 2%, due to policy initiatives and/or behavioural change, emissions from Swedish tourism would decrease with 10%. The aim of this study is to map tourism transport behaviour and suggest scenarios of more sustainable tourism transport behaviour. The scenarios are based on tourists' willingness to make more climate friendly tourism transport choices, including modal shifts and destination shifts.

The current tourism transport behaviour is mapped using data from Swedish statistics (2019) on tourism travel behaviour of Swedish residents. Using this data, it is possible to analyse which travel motives and types of trips that create the largest portion of climate impacts from air travel. Preliminary results show that the travel motive of *strengthening relationships with family and friends* stands for almost 35% of the climate impacts, due to many intercontinental and European trips by air. The hypothesis is that this motive, and others, could be fulfilled on other destinations and with other types of tourism transport behaviour which is less detrimental for the climate. Several scenarios, based on acceptable destination and modal shifts are presented in the study.

Kantenbacher et al. (2019) discuss the act of stop flying on holidays as a sacrifice, i.e. the individual give something up which has a high personal value "for the sake of another, often more important, consideration, whilst being unable to pursue both". In this study the scenarios, in terms of tourism transport behaviour, generate small or no sacrifice since they fulfil travel motives and the experiences sought, but at other destinations or with other types of transportation.



# **Renewable energy in wilderness areas: the perspective of wilderness tourists**

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Wilderness areas are an important resource for nature-based tourism, the interest in which is growing worldwide with increasing urbanisation. Such areas often contain natural resources needed for renewable energy production, which is an important tool for climate change mitigation. This might lead to conflicts between the two industries, since visitors to wilderness areas often prefer natural settings with no or low amount of infrastructure (Sæþórsdóttir 2010; Sæþórsdóttir 2014). Hydropower is the largest contributor to the renewable energy mix, with new power plants being built every year (REN21 2018; Zarfl, Lumsdon, Berlekamp, Tydecks, & Tockner 2015). The infrastructure accompanying hydropower development, especially large-scale hydropower plants, might strongly impact surrounding landscape and affect tourism activities undertaken in natural areas. The extent and character of these effects depends on the meanings tourists assign to certain natural areas and to renewable energy development. Knowledge about visitor preferences and attitudes towards renewable energy infrastructure in natural areas enables informed decision-making that allows minimizing the conflicts between various stakeholders.

Present study aims to evaluate the potential impacts on tourism of a hydropower plant proposed in a wilderness area in the Icelandic Highlands by investigating what environmental qualities tourists are seeking while visiting such areas and by analysing visitors' views regarding the suitability of renewable energy infrastructure in Icelandic wilderness landscapes. Mixed research methods were employed for this study which include a visitor survey, interviews, open-ended diaries and participant observation.

The results of the study show that wilderness experience created by vast undeveloped landscapes is one of the main attractions of the area. The participants identify lack of infrastructure, absence of human impact, remoteness, and a low number of people as factors necessary for wilderness experience. Environmental qualities that visitors are seeking during their trip are in line with the components of wilderness experience identified by Sæþórsdóttir (2010): unspoiled beautiful nature, escapism, solitude and companionship, challenge and spiritual experience. According to the visitors, infrastructure of the proposed power plant would negatively affect their stay in the area, therefore they do not support the construction of the proposed power plant. Visitors perceive Iceland's lowland areas that are already developed as more suitable for renewable energy development than the undeveloped Highlands. High satisfaction of the visitors to the area revealed by the study and low demand for tourism infrastructure seem to be related to the fact that the proportion of purist visitors, who prefer recreation with a minimum amount of infrastructure and low level of use, is much higher in the study area compared to other nature destinations in Iceland (Sæþórsdóttir & Hall 2018; Sæþórsdóttir, Stefánsdóttir, & Stefánsson 2015). Thus, currently the study area provides recreation opportunities for visitors preferring the most natural settings. Developing such area would reduce the range of recreation opportunities and might lead to the use displacement of this type of visitor. In order to ensure sustainable development of both industries: energy and tourism, it is important for Iceland to identify the preferred tourist marketing groups and to protect the areas that are of high potential value to these groups from environmental degradation. To ensure this a holistic approach should be applied, and natural area development should be planned in accordance with national tourism development strategy.

# **Understanding (un-)sustainable consumption in tourism settings**

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Research calls into question whether making people aware about the environmental impacts of their consumption decisions will suffice to encourage behaviour change in tourism settings. Further research suggests that people more often than not fail to show the same environmental engagement on vacation than at home. Such insights stimulate an interest in illuminating individual and contextual factors that may (dis)encourage people to be similarly engaged across contexts, with some scholars viewing the situational emphasis on hedonism as an obstacle to turn awareness (or attitudes) into action. This paper presents ongoing work addressing the question of why people could remain reluctant for adjusting their consumption in tourism settings, despite their own awareness about its potentially harmful environmental impacts. A theoretical framework addressing the multiplicity of motives underlying environmental behaviour will be drawn upon. Empirical findings are presented that explore the relevance of various motives in explaining choices of sustainable alternatives across contexts, including hedonic-, gain-, and norm-related aspects. A discussion of shortcomings in the literature on sustainable consumption in tourism and hospitality is provided, followed by suggestions for future investigations.

## **Engaging stakeholders to a market-based payments of ecosystem services model in nature-based tourism context**

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As nature-based tourism relies primarily on natural environments, settings and attractions, it is very dependent on beautiful, attractive and diversify natural environment. In Finland the land-owner structure influences considerably to quality of environments and to nature-based tourism: the managed and privately-owned forests deliver an important part of amenities serving public recreation and tourism business. Intensified wood production with short rotation cycles and large size of management units negatively affect the scenic and environmental qualities of forests and decrease locally their suitability for tourism (Tyrväinen, Silvennoinen and Hallikainen, 2017). Currently, forest-owners don't get any income from producing landscape and recreational values, and their income comes from timber sales. Additionally, tourism industry is not usually actively involved in nature protection. Therefore, new instruments, such as Payments of Ecosystem Services (PES) models, are needed to secure and enhance the quality of forest landscapes. These instruments could engage both private forest-owners and nature-based tourism companies to cooperate in enhancing production of forest amenities.

Stakeholder engagement is regarded essential in implementing sustainable tourism activities in destinations (Waligo, Clarke and Hawkins, 2013). The purpose of this study is to examine stakeholder engagement and awareness rising of a new cross-sectoral collaboration model aiming to enhance landscape and biodiversity values in, Ruka-Kuusamo tourism region in Finland. Tourism in the area focuses on nature-based tourism. The key tourism activities include down-hill and cross-country skiing, snowshoeing, snowmobiling, husky safaris, as well as hiking, cycling, canoeing and observation of birds and other boreal species. Large share of forests are privately owned and used for timber production and therefore, new incentives for landowners to maintain attractive natural environments are needed.

In the region, both commercial forestry and nature-based tourism are important industries. Therefore diverse stakeholder groups need to be involved and engaged to the development of the model in order to make it accepted and successful. This case study is an action research that follows the stakeholder engagement and awareness raising process during the development and launch of the PES model. The goal is to engage tourists, tourism businesses and forest owners to support the scenic and other natural values in the region. This study focuses especially on examining the issues related to the stakeholder engagement and how to use diverse communication messages to raise the awareness among the main stakeholder groups and commit them to support the cause.

Before the design of the model started, several studies were conducted among stakeholder groups (e.g. Tyrväinen et al., 2014; Mäntymaa *et al.*, 2018). The studies investigated the attitudes and interests of forest-owners, tourists and visitors, and local tourism businesses to involve and contribute to the model showing mainly positive attitude towards it. The engagement of tourists and tourism businesses is essential for funding the model and hence, raising the awareness and interest towards the model by effective communication is essential.

During the development of the model, multi-actor group meetings are used to bring stakeholders together

and discuss the progress as well as the messages that are used to communicate the benefits of the model and raising awareness related to it. The study presents the current situation of the engagement of diverse stakeholders and awareness raising campaign. The findings bring insights for developing new kind of collaboration model that aims to support sustainability in a tourism destination by combining interests of diverse stakeholders and promoting win-win solutions that support ecological, economical and socio-cultural sustainability at regional level. The work has been conducted as a part of EU-funded SINCERE -project.

## **TRACK 10**

### **The experienced tourist's quest for knowledge enhancement and immersion – the future for sustainable visitor management?**

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The growing middle class, improved global mobility, and continued importance of travelling for a fulfilling life has not only contributed to a sustained growth in international tourist arrivals, it also resulted in the emergence of increasingly experienced tourists. With these higher levels of experiences comes a shift towards more ethically responsible and sustainable travel behaviour (Huang et al., 2014; Lee et al., 2017). Although these shifts have been acknowledged in the academic discourse, a clear understanding of an experienced tourist remained unresolved. The promising market segment can only be satisfactorily addressed, if the dimensions of an experienced tourist are comprehensively explored and the changes in travel behaviour are known. This presentation aims to expand existing knowledge by answering the following two research questions:

1. What are the dimensions of an experienced tourist from a supply-demand perspective?
2. How can visitor management benefit from experienced tourists' behaviour?

An exploratory sequential mixed method study was implemented in Germany and New Zealand. A probability sampling strategy was used to recruit industry representatives from 15 Destination Marketing Organisations and semi-structured interviews were conducted between May and August 2016. Based on the qualitative findings, an online questionnaire was developed and 1,000 potential tourists surveyed using a web-access panel in January 2017. Multiple linear regression analysis was computed to explore the dimensions of an experienced tourist. The tourist's self-assessed experience level was treated as the dependent variable and backward elimination applied to identify the independent variables that best predict the outcome variable.

Findings demonstrate that experienced tourists aim for knowledge enhancement, cultural immersion and new discoveries when travelling: *"They want to understand, they want to learn, they want to be educated, and feel enriched on a mental level not only a superficial level of telling their friends they have been here."* (Jack, NZ). Experienced tourists engage in free-choice-learning and want to be informally educated. This was identified as voluntary nature of visitor participation and interpretation (Moscardo, 2017). Thus, experienced tourists are receptive for interpretive strategies that are employed as softer approaches to visitor management and considered an effective intervention to positively influence tourists' attitudes and behaviour (Enseñat- Soberanis, Frausto-Martínez and Gándara-Vázquez, 2018).

Industry representatives noted that experienced tourists have greater awareness towards potential negative impacts on the destination and local community. They also have the knowledge that cultural values are less likely to be satisfactorily transmitted if sites are crowded. Consequently, experienced tourists try to actively avoid crowds, visit outside of peak times or seasons and therewith positively contribute to spatial and temporal dispersion. This is also mirrored in results from the regression analysis where the independent variable *self-seeking and self-development* (factorised as *travelled off the beaten track, felt being an active part of the experience/the place/the community, and spent more time in the same place to get a real feeling*) was identified as a significant driver behind higher experience levels of German tourists.

Redistribution is further enabled through the experienced tourists' desire for off the beaten path travel, their aspiration to fully immerse in real live environments and their preference of authenticity over staged experiences. This echoes Pearce and Lee's (2005) finding that host-site involvement develops with travel career progression. The experienced tourists' desire for immersion leads also to slower modes of travelling and longer average of stay. Slowing down travel itineraries encourages not only the desired immersion, it also resembles more ethically responsible and sustainable forms of travelling (Dickinson and Lumsdon, 2010).

This study provides valuable insights into the dimensions of an experienced tourist and the related changes in travel behaviour. As experienced tourists are found to be more receptive for restrictive, redistributive and interpretive strategies of visitor management, this study suggests that experienced tourists are a promising market segment that can positively contribute to more sustainable tourism.

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

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Global growth of tourism raise great expectations for tourism investments as means for local revival and economic prosperity in Nordic countries and around the globe. These expectations of a tourism-driven growth engine may be especially pronounced in peripheral and sparsely populated communities where economic restructuring has followed declining primary sector employment and public sector cutbacks (Müller and Jansson, 2007). Yet, considering global climate change and sustainability challenges, it is relevant to examine the way in which regional tourism plans from rural areas take sustainability into account. This includes tourism's economic contribution, but also its social effects, for example through job-creation and training, and its ability to spread growth into other sectors, and environmentally, by taking natural resource protection and regeneration, and long-term viability of tourism activities into account.

We explore visions and goals for tourism and tourism development through an analysis of rural areas' regional tourism strategies from all of the Nordic countries, as formulated by actors at municipal, sub-regional and regional levels. Our key interest is to contribute toward an understanding about the degree to which regional tourism strategies are used by the tourism actors, policy makers and local communities as tools to balance economic development and environmental or social strain from tourism. We map the expectations for economic growth and job-creation, and not least, the strategies envisioned to ensure local benefits from tourism (e.g., through the generation of local synergies and inter-sectorial dynamic growth effects (Korsgaard, Ferguson and Gaddefors, 2015; Gyimóthy, 2017), or through the strategic use of tourism and hospitality-based networks for local and regional development (Robertsson and Marjavaara, 2015; Topsø Larsen, Broegaard and Larsen, 2018).

We explore the extent to which regional tourism strategies take sustainability concerns into account, and how, and whether this co-variates with other key characteristics of the areas or their tourism trajectories (Moscardo and Murphy, 2014, Saarinen and Varnajot, 2019).

Finally, we will use the case of the use of common property resource management and the long-established tradition of the public 'right to roam' in nature in the Nordic countries as a lens to explore how increasing tourism pressure (Sandell and Svenningen, 2011) and following pressure on different natural resources and environments (Øian, Fredmand, Sandell et al, 2018) is handled in the regional tourism plans and strategies.

## **Large sized tourism companies and their sustainability efforts – Do they really do their best?**

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Sustainability is nowadays a hot topic for most tourism companies. Swedish tourism companies have during the past decades start to work with these issues but do they really do their best? The aim with this paper is to explore large sized tourism companies and their work with sustainability. The following research questions are addressed: What kind of efforts do the tourism companies focus their sustainability work on? How do they argue for these efforts in sustainability? What kind of role do the stakeholders play for the tourism companies and their sustainability work? Previous research have shown that type of tourism companies influence what kind of sustainability dimensions that is prioritized. This study is focused on classification of tourism companies depending on their focus of sustainability dimension. The study was design as a qualitative multi case study. Data was collected during autumn 2018 from 30 different types of tourism companies in Sweden. The preliminary result show that the type of tourism companies matters. The study also identified six different groups of tourism companies depending on their sustainability work (e g life style, profit maximization, including society, excluding society, environment hero and minimum effort). The result also indicate that the tourism company's key stakeholders play a crucial role in how and what the tourism company focus their sustainability work towards.



# **Tourism's contribution to a circular economy: how can compound tourist practices change?**

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The growth of tourism and especially cheap air-borne tourism together with increasing amounts of short-time trips emerges as a still more central and complex challenge for the environmental sustainability of planet Earth. There is thus a huge need for developing tourist practices moving in the opposite direction through contributing to sustainable development. We suggest that a Circular Economy approach combined with a practice approach may help such a turn-around, bypassing moral ambivalence and generalising doomsday images, to arrive at practical and realistic processes of change. Thereby we hope to help open a new path to research in tourism sustainability and tourist practices (cp. Gössling and Hall 2006; Sharpley 2009)

Circular Economy (CE) research focuses primarily on how companies may adopt and apply CE production principles, and this approach has been introduced in tourism development (Manniche et al. 2017).

Nevertheless, in tourism consumers are important (co-) producers of tourism experiences and play an active and integrated role in the tourism system (Sørensen, Jensen & Hagedorn, 2018; Bærenholdt, Haldrup, Larsen & Urry, 2004). Thus, tourists may play a central role for developing Circular Economy principles in Tourism (CET). In this paper, we report the findings of an exploratory Delphi study in October 2018 followed by a Futurelab in May 2019 that aimed to identify potential tourist practices that support CET, from the perspective of tourist practices to, from and within Denmark. Thus, the focus is not on innovation in products or production processes but in what people do (Pantzar & Shove, 2010).

Applying a practice approach to tourism (Bispo 2016, Ren et al 2018) highlights how tourism practices are compound and thereby also weaved into many other practices, such as tourist's practices when not travelling, transport practice regimes, practices and regulations at the destination and the practices of multiple tourism businesses. Taking the compound character of tourist practices with CE principles into account, helps understand the paradoxes of tourist practice. A significant example of this is the paradox that Delphi panel members on one side saw the sharing economy as a contribution to CE, while they on the other side acknowledged cheap air transport as the major barrier for tourism's contribution to a circular economy. The paradox is that the sharing economy in accommodation (Airbnb) is one of the forces propelling air-borne tourism and short trips, not only for guests but also for hosts travelling for the money earned by renting out. Alternative paths of development will be to also make the Circular Economy Tourist Practices (CETP) the better and more rewarding experiences, for example extending the slow tourism idea (Dickinson & Lumsdon 2010; Fullagar et al. 2012) to include transport to the destination. The paper will further explain trends and scenarios suggested by actors involved in tourism development in the May 2019 Futurelab.

# **Real problems – real competence? Does using real business challenges give robust knowledge: Case study of attraction development course in Stockholm southern archipelago**

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The environment of the academy has undergone some change, and the academies are more outgoing in search for among other things better resources utilization. The researcher-teacher nexus, the idea that researchers-as-teachers is a quality enhancing set up has yet to show its merits, and the literature suggest that engaging students in research is better at creating educational quality through undergraduate research. In this paper, it is examined if second semester undergraduate research in tourism studies also can benefit regular research of an academy. Students work in collaboration with an EU-financed project to improve business model utilization in Stockholm Archipelago. The students are to develop events or more permanent activities within health/sports/wellness, culture/history, nature or food. Student project reports and their empirical material are evaluated for realizability and for epistemic quality based on the enlightened empiricism of Quine.

Projects are wanting in detail of economic consequences, but are all viewed as potentially realizable. Regarding epistemic quality, audiofiles and other close to empirics material, like e-mail interview, the truth aspect is unproblematic, whereas as other documenting methods leave too much uncertainty of actual events. The density of the web of observations have in this study proven to be too low, and hence must be improved through skills training if undergraduate research is to benefit regular research. However, reports are good enough for a pilot survey of the field.

## **TRACK 11**

### **Public participation indicator framework for sustainable tourism development**

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In the last decades there has been a gradual increase in the economic footprint of tourists visiting Iceland, and Icelanders tend to agree on the economic significance of the tourism industry. Official tourism strategies have emphasized the importance of sustainable development during the last couple of decades. But exactly what has been accomplished? To what extent is tourism in Iceland sustainable at the present moment? In spite of ambitious tourism strategies it appears that a certain lack of direction has been predominant in the development of tourism in Iceland. Moreover, it is clear that the exponential growth that has characterized tourism in Iceland in recent years is far from the definition of sustainability. Despite the tremendous increase in knowledge and understanding of sustainable development in the past decades, it seems that an agreement on what precisely is sustainable is still far out of reach. The employment of sustainability indicators has proven to be one of the most successful methodologies, and moreover assist in making complicated processes more transparent and thus easier to comprehend.

This study aims to develop public participation framework for designing sustainable indicators for tourism in rural Iceland, especially in areas within and near protected areas. The framework developed is based up of four components, i.e. literature review, public participation, evaluation of measurability and DPSIR analysis of causal relation. The literature review gave a selection of 44 key indicators that met the criteria for Icelandic condition that were placed into four categories, i.e. environment, economy, society and prosperity, as well as administration. Based on this sorting, evaluation sheets were designed for each category. The participants' role in the process was then to evaluate and categorize the selected indicators. Hence the major work processes in the indicator framework developed are: 1) Selection of sustainability indicators based on international standards, 2) Local condition, goals of sustainable development and local projects, 3) Evaluation – public: Indicators applicability and priorities, 4) Evaluation – experts: Measurability and monitoring, causality analysis, 5) Criteria for sustainable development. It is important to keep in mind that sustainability indicators have to be continually revised and updated, since tourism is a part of a complex system that alters incessantly. International criteria are constantly developing; localized goals and local projects, many of which the residents actively participate in, are always contributing new knowledge and adding to the locals' experiences. With increased strain from tourism, residents' attitude towards what is important to include in the indicators can change rapidly. Moreover, the data and measurements available vary, along with monitoring possibilities. Hence, sustainability indicators must be revised regularly and the process repeated. Sustainability indicators should thus never really be considered complete.

## **At a crossroads? Tourism work and sustainability**

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What does sustainable tourism work look like? How can tourism work be sustainable? These are questions that need answering in order to ensure that tourism work does not become less than ‘decent work’. As tourism continues to be seen as a driver for economic development, in both emerging and developed economies, it remains surprising that there has been a lack of discussion about the centrality of tourism work to this development. Perhaps unsurprisingly however, there is little to no discussion on if, or how, tourism work is or can be sustainable.

There is growing evidence of inclusion of sustainable human resource management into tourism, discussion amongst the academy about decent work, specifically Goal 8 of the Sustainable Development Goals (SDGs), and a shift from a purely managerial focus to issues of one that recognised issues such as underemployment, gender equality and poor working conditions. However, these murmurings seem to be closer to the periphery rather than at the heart of the debate. Given the centrality of tourism work to many communities and destinations, perhaps these murmurings need to move closer to the centre or at least be positioned at the crossroads so that sustainable tourism work challenges predominant economic-based discourses.

This paper will use findings from a systematic review of literature in Sweden to illustrate the lack of research on sustainable tourism work. The research will show that only recently has attention begun to link the concept of sustainability to tourism work in a way that engages beyond the economic. In utilising this data, the paper will link explicitly to the concept of decent work and to the SDGs to illustrate how far behind tourism is in achieving positive outcomes. Through these discussions, the paper will conclude by considering if current understandings of tourism work recognise the political, socio-cultural and economic interdependencies necessary to sustain decent tourism work. As Baum (2018, p.13) suggests, it is only through recognising these interdependencies that there will be any “notion of achieving a decent work culture [as] a realistic proposition for [sustainable] tourism employment”.

## **Distinction through sustainable consumption**

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While the number of green consumers around the world is increasing rapidly, it does not entail reduction in consumption per se. The green consumer behaviour has a substantial impact on service providers, including tourism sector. Therefore, it requires further analysis to better understand this phenomenon.

Based on the theoretical framework of Pierre Bourdieu referring to social differentiation expressed through consumption, patterns related to sustainable tourism are analysed. Bourdieu mentions that age and social age influences opposition between traditional and new forms of sports, including tourism, giving example of new horse ecotourism (Bourdieu 1984, 233). As a consequence, younger people are more likely to choose new and innovative forms of tourism. However, this statement was written in mid-80s when ecotourism was a new idea. The main research question of this paper is whether the assumptions made by Bourdieu are still valid and what are key implications of green consumption for the tourism sector.

Research methods applied in this paper are literature and case study analysis. First, the theoretical assumptions of Pierre Bourdieu's framework relating to green consumer behaviour are examined. Further, they are applied to a selected case. The case study analysis is supplemented by stakeholder interviews.

Preliminary results show that the green consumption in tourism is present in all social classes through diversified behaviour, although reasons for it differ considerably from conscious nature protection to distinction among the peers.

# **Influencing Tourists to Purchase Local Food**

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Local food has long been recognised as a tool in regional sustainable tourism development and has been researched thoroughly. Tourists spend up to one third of their budget on food (Hall & Sharples, 2003; Skuras, Dimara & Petrou, 2005; Telfer & Wall, 2000) and, if this money is spent on local food, local farmers and producers are supported in addition to the usual tourism stakeholders. Thus, benefits to the local economy reach beyond tourism and hospitality (Hjalager & Johansen, 2013). Local food might also help local hospitality providers to differentiate from competitors by creating unique experiences or cater for more demanding customers (Stanley & Stanley, 2004; Williams et al., 2014). Yet, buying local does not only benefit the community socio-economically by supporting jobs that otherwise may have been lost, but also culturally by valuing and promoting local food practices, and sustaining farming, cooking and consumption traditions (Hall & Gössling, 2013; Everett & Aitchison, 2008; Long, 2004). In addition, local food helps preserving the 'natural' look of the surroundings and, as local food needs to travel less before being consumed, reduces transportation and its negative impact on the environment (Pratt, 2013). To sum it up: as a tendency, local food benefits all three dimension of sustainability (Cavagnaro & Curiel, 2012; Sims, 2009). However, these benefits cannot be taken for granted: not all local food is necessarily more environmental sustainable because it is grown local (e.g. many crops grown in greenhouses require a lot of energy). Tourists might not be able to recognize local food as local or may be puzzled by the dishes they are offered (Yeoman & McMahon-Beatte, 2016). Last but not least: how local is local?

This research concentrated on influencing tourists to choose for local food instead of other products. In particular, it focussed on what the influencing factors for tourists are and what pitfalls are experienced.

# **Accessibility and inclusive nature for everyone? A case study of outdoor recreation in Östersund, Sweden**

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In Sweden, outdoor recreation is well established and traditionally considered to create good health with positive effects on physical and mental health (Fredman et al., 2014). The interests of outdoor recreation is hence part of the whole Swedish society, for example, in the government bill *the Future Outdoor Recreation* (2009/10: 238) it is described that the conditions for a so-called "good outdoor recreation" can be created by the State through spatial planning, accessibility, information and protected nature areas. However, accessibility for outdoor recreation relate to both physical, mental and socio-economic conditions (Emmelin et al., 2010). In Östersund municipality in northern Sweden, it is an on-going work to introduce more health-promoting activities as well as measures and rehabilitation for people with injuries and disabilities. Östersund municipality has developed a "*Program for outdoor recreation*" with the aim to create accessible outdoor recreation for all its residents. Previous studies have shown that lack of accessibility limits participation in tourism and outdoor activities for people with disabilities and destinations do little to identify and accommodate the specific demands and preferences of people with disabilities. Studies also show that planners are asking for more local investigations as to where, how and why outdoor recreation is practiced (see e.g. Petersson Forsberg, 2012; Ankre, 2019).

The presentation will focus on a newly started project with the aim to increase knowledge of some of the challenges in Östersund regarding accessibility, lifestyle and physical activities. In addition, how accessibility and social inclusion can be further supported and developed in the local community are of interest. The project includes a mapping of accessible nature areas within the municipality, an investigation of needs and wishes among citizens with disabilities, and interviews with public and private stakeholders on their view on how to increase participation in outdoor activities. Preliminary results from focus group interviews and fieldwork will be presented. The focus group contains a before- during-and-after perspective. Firstly, the group meets indoors (to talk about, for example previous experiences and the importance of accurate information about the sites), followed by an excursion to a nature area in Östersund municipality, and finally a follow-up group meeting indoors. Of interest are how people with disabilities experience visits to different nature areas in the Östersund municipality, what kinds of obstacles there are when visiting nature areas, and how these areas may be improved.

Accessibility also relates to the on-going densification in urban areas as a prevailing planning ideology. There is a general notion that there is so much green and that outdoor recreation can take place "elsewhere". Even if this may be true, it can also lead to the exploitation of accessible urban and urban- close nature that is important for people's everyday recreation. What kind of outdoor recreation one is practicing in Östersund and where and why was examined in the autumn of 2016 in a web survey directed at 3,000 randomly selected local residents. The results with a critical discussion of accessibility have recently been published (Ankre & Petersson Forsberg, 2019) which will create additional material in this study. We will also end with a discussion on ethical and methodological considerations.

## **TRACK 12A**

### **The role of brand relationships quality (BRQ) in the context of events -A study of participants of the Norwegian mega ski event “Birkebeinerrennet”**

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This paper focuses on the role of Brand Relationship Quality (BRQ) in the context of events. Previous research on BRQ have mainly focused on how to gain loyalty among consuming products and services. However, less research on BRQ has been undertaken in event contexts and none on participants. The purpose of this study is to investigate whether BRQ among participants on an endurance sport event affects participants' satisfaction, loyalty and willingness to pay for the event.

To test the conceptual model an empirical study of the Norwegian mega sport event

“Birkebeinerrennet”, was undertaken. Totally 728 responses from participants were received and analyzed using regression analysis. The findings reveal that BRQ has a slightly direct significant effect on willingness to pay. Furthermore, the findings reveal a stronger significant positive effect on satisfaction and loyalty. Additionally the relationships between BRQ and willingness to pay are mediated through satisfaction and loyalty. This is the first study investigating BRQ in a sport event context and it provides theoretical as well as practical implications. Implications of the study underscores the importance for event managers to develop and cultivate BRQ for the event. The discussion part of practical implications suggest several strategies that event managers can implement to increase the level of BRQ.



## **Sex, gender and heavy metal**

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Metal music culture, including lyrics, performances, artists, media, music industry mediators and members of the audience, is fundamentally masculine (Walser 1993; Weinstein 2016). Even though the number of female metal performers and fans has increased, it seems that their role remains very traditional (Weinstein 2016).

The quantitative data of the present study consists of 5,801 web survey responses in the Finnish Festival Barometer 2018, distributed by ten large popular music festivals representing genres from hip-hop and electronic dance music to rock and jazz, including the metal festival Tuska. The research data is divided into two a priori segments: the attendees of the metal festival and attendees of other popular music festivals.

The questionnaire contained questions on respondents' sex (male; female; other; do not want to answer) and the gender position (7-point Likert scale: 1=very masculine – 7=very feminine). The difference of sex and gender was defined by Firat and Venkatesh (1995) and the self-evaluation of the gender position in the context of music festivals was adapted from Andersson and Jutbring (2016).

The female metal festival attendees see themselves less feminine than the female attendees of other festivals (Mann-Whitney  $U=488254.50$ ;  $p=0.000$ ) with the mean values 5.04 and 5.38 respectively. However, age influences the gender position. The female metal festival attendees older than 40 years ranked themselves more feminine than the female attendees of other festivals.

Furthermore, the male attendees of metal festivals consider themselves more masculine than the male attendees of other festivals (Mann-Whitney  $U=142498.00$ ;  $p=0.008$ ) with the mean values 2.59 and 2.81 respectively but the difference is bigger among men older than 40 years.

In their seminal article about rock and sexuality, Frith and McRobbie (1990/1978) described 'cock rock' as masculine, which is still supported in more recent metal studies (Overell 2012; Weinstein 2016) even though the rock festival audiences are becoming more female (Djakouane & Négrier 2016). Being a female metal fan might mean taking a gender position that relates to the metal culture: power and control are important themes within metal and they are mostly understood as masculine traits in the western culture (Walser, 1993).

Metal is a hyper-masculine genre (Weinstein 2016) where masculinity is demonstrated through lyrics, music, performers, stage shows and external symbolism. However, it is a new finding that both male and female metal fans consider themselves more masculine than the participants of other festivals. Even more interesting result is that older female metal festival attendees differ being more feminine than other female music festival attendees. They are like a breach in a hyper-masculine metal music culture.

## **Location and creative industries: Event and festivals as cultural hotspots**

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The rapidly developing relationship between tourism and creativity can be argued as part of a 'creative turn' in tourism studies. Event and festivals plays a crucial role related to current and future place attachment and -development. Since the 1960s, there has occurred a considerable growth in the numbers and types of festivals in the Western World, and also in the creative use of landscape and environment as contexts and frames for many of these festivals. A wide range of literature has attempted to explain the general characteristics of 'creative' places focusing on clusters, policy-making etc., but few studies highlights how specific, 'isolated' creative companies become peak attractions.

This study is concerned with developing a better understanding of the dynamics between creative industries and the geographical context. In what ways do contextual factors such as landscape, location attributes and architecture affect individuals initiative, inspiration- and driving forces to develop a cultural hotspot? It draws upon that experience is not exclusively individual, but rather rooted in social and material interaction with other people and the environment. The empirical material is based on a specific case study in Lofoten, one of the most popular tourist destination regions in Norway. The study underlines a greater account of individual creativity and the ways in which the attributes of localities can be used as a catalyst for individual creativity.

# The Value of Event Portfolios: a multi-stakeholder analysis

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Destination and cities that have primarily focused on the creation of benefits from single events, are adopting an approach that regards the strategic selection of events within a destination as a portfolio. An event portfolio is a '*group of annual events within a region that are supported directly or indirectly by government or semi-government bodies*' (Gration et al. 2016: 608). The development of an event portfolio has proved to be essential for cities management and marketing since it has the potential to reach a wide range of audiences and serve multiple community purposes. Likewise, it also constitutes a fruitful strategy for attaining the sustainability of event benefits and optimal use of resources that complements or reinforces the benefits bestowed by other events (Ziakas 2013). While, existing studies have focused on how event portfolio are useful in satisfying the diverse needs of the community (e.g. Gration et al. 2016), measuring and evaluating the performance of event portfolio (e.g. Andersson et al. 2017), or the creation and maintenance of events (e.g. Kelly and Fairley, 2018), there is sparse research investigating how various stakeholders perceive the value of event portfolios. Since different stakeholders have different goals and agendas, this can lead to conflict. By understanding the gaps, the event portfolio can be managed in a more sustainable way including the perceptions of multiple stakeholder. Therefore, this study have the following research question: How do different stakeholders (e.g. local residents, event organizers, and local government) perceive the value of an event portfolio?

Theoretically, the study is framed using Holbrook (1999) consumer value perspective, who defined value as a relativistic preference characterizing a consumer's experience of interacting with a specific event. His dimension is focused on categorizing consumer value on dimensions of extrinsic versus intrinsic value, active versus reactive value and self-versus other-oriented value. Interviews with a number of stakeholders such as event organizers, sponsors and local government was conducted in two Swedish municipalities- Kalmar and Västervik. A survey has also been conducted with local residents to gain an understanding of their perceptions of a number of events and events in general within their municipalities. Results from this study has significant theoretical and practical implications.

## **TRACK 12B**

### **Place Identity Formation in Ölands Skördefest**

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#### **Background**

Food and agricultural production have traditionally been considered foundations for rural communities (Timothy & Ron, 2013; Wells et al., 1999). The growth in popularity of food tourism is changing how people view rural food production systems (Getz & Robinson, 2014; Getz et al., 2014; Getz et al., 2015). Local food production often contributes to the authenticity of the tourism experience, generating bond between tourists and the community, and its heritage (Sims, 2009). One of the occasions when people- place bonds emerge are food events that promote “locally sourced ingredients, traditional recipes and taking time to source, prepare and enjoy food” (Dickinson & Lumsdon, 2010). The literature is fairly straightforward about the contribution food events make to tourism destination development, but how local residents benefit from engaging in such events remains unclear.

#### **Purpose**

The question we begin to explore in this study concerns community-identity benefits from engaging in food events that promote local food and agricultural production. We use Breakwell’s (1986) identity process theory (IPT) to explore how local identity is formed through Ölands skördefest – an annual food event that takes place across rural communities of Öland island in Sweden.

#### **Significance**

Strong place identity can generate collective effort toward one’s community well-being, as it shapes how residents perceive community development efforts (Manzo & Perkins, 2006). Strong place identity can empower residents to stand up for their communities, and it contributes to sustainability of rural communities (Uzzell et al., 2002; De Bres & Davis, 2001; Pol, 2002). We further propose that forming rural residents’ place identity through food events can strengthen rural communities.

#### **Methods**

10 semi-structured interviews with residents of Öland were organized, and the respondent were selected on the basis of the following criteria: Öland was their habitual place, respondents described themselves as related to the Ölands skördefest in some way. Other community member were also interviewed under condition they stated their involvement in the Ölands skördefest. Respondents were selected from three main places on Öland island: Algotrum, Borgholm and Färjestaden, because most of the business activities during Ölands skördefest are happening around those towns.

# The impact of event context on visitors experience and satisfaction

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Experiences stand at the core of live events, no matter if these relate to sport, music or art. Creating unique and memorable experiences at leisure events and festivals is crucial in order to retain and grow on the festival market. There is strong evidence that visitors' experiences at events affects satisfaction, spending behavior (and post-event behavior (e.g., worth of mouth, intention to revisit). Owing to significance of the experience for event and festival market viability, research has focused on developing a conceptual understanding of event and festival experiences (De Geus, Richards & Toepoel, 2016). The majority of such studies derive from tourism management literature where the notion of tourist experience received a great appeal (Tanford & Jung, 2017). However, despite the great amount of academic research about tourists' experience, academic literature less eagerly addressed the concept in relation to events and festivals, especially in comparative way where two or more events are analyzed. This is important as literature shows that experiences are thought to be highly context-specific phenomenon.

Against this background this paper focuses on testing *Event Experience Scale* (EES) proposed by De Gauss et al. (2016) in two highly-distinct event-hosting contexts in order to advance an understanding on the experience-satisfaction relationship in dependence on the event context. Particularly, an interplay between four dimensions of experience (i.e. *affective, cognitive, physical, novelty*) and satisfaction is tested based on the primary data from two events (sport and non-sport) staged in Norway. The research questions guiding the study are: (1) *How different types of contextual engagement (active vs. passive, immersive vs. absorptive) impact visitors experience at leisure events?*

(2) *How various dimensions of experience (affective, cognitive, physical, novelty) influence visitors satisfaction at leisure events?*

The paper situates a discussion on event visitors experience and satisfaction in the notion of experience economy (Pine & Gilmore, 1999). Specifically, it provides a new application of the *Event Experience Scale* constructed by De Gauss et al. (2016), and thus, instead of developing another instrument for experience measurement, it draws on the already established and validated scale.

The study builds upon a sample of 1599 respondents from two different events, one shooting (sport) festival (n=1326), and one music festival (n=273). To examine experience the EES proposed by De Gauss et al. (2016) was employed. The scale was developed based on the state-of-the-art procedure that a detailed description can be found in De Gauss et al. (2016, p. 281-283). In essence, the EES encompasses 18 items grouped into four sets (called experience dimensions): (1) affective engagement, (2) cognitive engagement, (3) physical engagement and (4) experiencing novelty. It is worth mentioning that among four dimension identified by De Gauss et al. (2016), the first three have been derived from previously published studies on leisure experiences, and thus its application is more generic than remaining one, i.e. experiencing novelty.

The study contributes to literature by showing that values assigned by respondents to cognitive-, physical- and novelty engagement were statistically higher among the sport event visitors than music festival visitors. An opposite situation occurred only once in relation to affective engagement. The results show that the direct effects of the four experience dimensions (affective-, cognitive, physical, and novelty)

on satisfaction differs somehow between the two festivals. The impact of affective engagement on satisfaction is significant higher at the music festival as compared to the sport festival, the impact of cognitive engagement on satisfaction is significant at the sport festival, but non- significant at the music festival. Finally, the effect of physical engagement and experiencing novelty on satisfaction follow the same pattern at both festivals with positive significant effects.

The study demonstrated that leisure events may cause (considerably) different settings for visitors' (contextual) engagement, that is the level of involvement (active vs. passive) and the form of involvement (immersive and absorptive). Particularly, the music event created excellent conditions for contextual engagement that is passive and absorptive in nature, whereas examined participant-driven sport event provided a cradle for more active and immersive kind of contextual engagement. These two basic kinds of contextual engagement can be used as a proxy variable for marketers to predict visitors expectation towards events and, based on that, more adequately tailor festivals program to visitors' needs and expectation.

## **Festival ticket pricing: Organisers' and audience's viewpoints**

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During the recent recession, the public funding of culture was considerably reduced due to the heavy saving measures that most of the governments took (Wood 2017). In Finland, the state, municipalities and foundations have traditionally been important funders of cultural festivals. The state funding for festivals has been reducing and, more importantly, there are only a few recipients of the funding (Herranen & Karttunen 2016). As the municipality funding is diminishing as well, the foundations are facing a flow of applications but are unable to fill the gap (Aromaa 2016). Resulting from this development, ticket sales are becoming ever more important for the festival finances.

The rising ticket prices have a negative impact on audience loyalty unless the festival brand compensates the value equity (Leenders 2010). Audience's willingness to pay (WTP) is a crucial issue in pricing particularly since many festival goers are low-income students (Eckard & Smith 2012).

Research has seldom taken a closer look at the balance of attendance and production costs despite the need of this kind of knowledge in festival management (exceptions include Andersson, Armbrecht & Lundberg 2012; Leenders 2010; McMahon-Beattie & Yeoman 2004). In this paper, we study festival ticket pricing from both organisers' and audience's viewpoint.

The research data includes 13,598 responses to Festival Barometer audience survey in 2014, 2016 and 2018, and 69 answers in Festival Industry Barometer directed to festival organisers in 2015 and 2017.

Our results show, that festival organisers' fundamental concerns for the future are the increasing artist and production costs. Still, they unanimously state that their price / quality proportion is very good even though they seem to be forced to raise ticket prices almost annually. Price discrimination, also called multi-tier ticket pricing or revenue / yield management, is used in the festival market to increase revenue and profit (Eckard & Smith 2012; McMahon-Beattie & Yeoman 2004). There might be a lower pricing for early-bird tickets and, on the other hand, more and more festivals are offering VIP tickets with privileges like better food, dedicated toilets and own licensing areas for those who are willing to pay more.

Festival goers rank ticket pricing as the most important factor for their current festival attendance and the third most important factor for their future attendance (after getting older and having a family). When asked for the WTP in 2018, respondents were ready to pay in average 141 euro (median 150; SD 36.73; increase from 2014 +25%) for a three-day festival offering international programme and 97 euro (median 100; SD 28.82; increase from 2014 +28%) for festivals having domestic artists. In 2017, the festival ticket price in 14 large music festivals varied from 65 to 195 euro. The largest festivals had the highest prices, indicating that their brand is compensating the high prices (Leenders 2010). Furthermore, it is noteworthy that people visiting festivals more seldom are more sensitive to pricing than others (Kolhede & Gomez-Arias 2017). In summary, festival organisers have employed manifold ticketing strategies. However, the current stage of pricing might be interpreted critical from the audience viewpoint. In this sense, the situation requires a thorough control of the contents and services of the festival product (Luonila 2016) and its revenue logic from the management.

## **Event Experiences, Satisfaction and Subjective Well-Being**

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Customer experience is now a central concept in consumer behaviour research (Holbrook and Hirschman, 1982) together with concepts such as Satisfaction (Oliver, 1980) and Service Quality (Parasuraman, Zeithaml, Berry, 1985). Subjective well-being (SWB), also referred to as Happiness, has made a more recent entry into marketing and consumer behaviour research

- still mainly by tapping knowledge from psychological research (Diener, 1984; Lyubomirski, 2001) - but gradually gaining recognition as a concept of major importance.

Whereas relations between the concepts Service Quality, Consumer Experience and Satisfaction have been described in several studies, the incorporation of SWB among these major constructs in consumer behaviour has not yet, been fully explored, particularly not on an event context.

The objective of this study is to describe how SWB fits into the traditional consumer behaviour framework together with Experience, Satisfaction and Service Quality in a participatory sport events context.

The model was measured in terms of Service Quality with eight manifest variables, Satisfaction with two manifest variables and Experience composed of three sub-concepts: Fun, Hedonism and Immersion each one with five manifest variables. SWB was measured by three variables.

A survey of 192 participants in a half Marathon race provides data for testing a CFA and SEM model.

The results indicate a good fit of the measurement model. The structural model indicates that Satisfaction is significantly influenced by Service Quality, Fun Experiences and Hedonic Experiences. SWB is not significantly dependent on Satisfaction but when Experience Value is introduced as a mediating variable, Experience Value turns out to be fully mediating the relation between Satisfaction and SWB. The total model has a good fit (Chi sq. = 667; d.f. = 412).

The conclusions center around the relevance of SWB and the value of including the concept besides traditional major concepts in consumer research related to events.



## **TRACK 13**

### **Alternative Data for Seaside Tourism Planning GIS**

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#### **Challenge to estimate tourism flows**

Knowing temporal and spatial dynamics of tourism flows using GIS encourages comprehensive and more sustainable planning providing the base to forecast the industry development (Povilanskas & Armaitiene, 2011; Johnsen, 2014; Jovicic, 2017). Data characterizing changes in tourism demand include overnight stays in commercial accommodation produced by national statistics (IRTS, 2008). However, it doesn't provide full picture of phenomena as there are many one-day visitors and non-commercial sector tourists with motivation visiting friends and relatives traveling through destinations.

Therefore, to assess linkages between demand and carrying capacity of environmentally vulnerable sites or draw plans for infrastructure development accuracy of data about seaside visitors is expected on higher precision. 495km long Baltic Sea coastal destination in Latvia has been analysed using GIS and originally developed methods to demonstrate 'best practices' within this place-based research.

#### **Usage of alternative data sources**

To estimate tourism flows dynamic throughout season complex and holistic visitor counting methodology has been developed. Different alternative data sources have been used in combinations to gain more accurate result explicated on GIS maps in collaboration with various digital data holders. Sources include digital demand on search engine platforms (Onder, 2017), online-ticket platforms of events and festivals, automatized visitor counters, data from car parking-meters, data from public transport operators, automatized data from exploitation of public roads and usage of electric energy power in seaside settlements has been combined to demonstrate seasonality and changes in demand of the seaside tourism destinations. Both: advantages and disadvantages from using various data sources to meet the goal of the research have been discussed. Recommendations for destination management, sustainable planning of seaside infrastructure and forecasting of tourism flows have been made on basis of the conclusions.

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## Digitalization through collaborative methods

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This paper presents a collaborative tourism research method for the development of place-based digital visitor experiences. Our method is based on a geomedial perspective, which combines theories and practices from human geography as well as media and communication studies. By using geomedial, we highlight the intersection between *geo* (place) and *media* and include interaction between people and place in the production of media and digitalization, i.e. a collaboration. The collaborative method is used as a research tool to let various groups of actors make sense of local places and their history in relation to destination development and innovation of location-based applications. In the collaboration process, we are involving entrepreneurs, stakeholders, potential users, the local community as well as designers, with the purpose of enhancing visitors' experiences using digital media.

In this session, we demonstrate and discuss how collaborative methods can be conducted by examples from our on-going research project regarding place-based digital visitor experiences. As researchers, we can contribute to tourism research through the development of new collaborative methods and perspectives, but also with new insights and a process of learning for participating actors.

The reasons for focusing on digitalization are many. Digitalization creates both new opportunities and challenges for tourism. There is a need for explorative and collaborative methods that creates insights in how to use digital media to enhance experiences before, during and after a visit. By combining in-depth studies of local places and their history and culture, with digital representation, we can create new perspectives of places. This type of knowledge has proven essential in the development processes we are studying.

In these changing times for tourism, environmental awareness and over-tourism is also on the agenda. Could collaborative methods be not just a research tool but also a tool for the tourism and hospitality sector to develop, in an innovative, yet socially sustainable way? To encourage more domestic tourism, local destinations and tourism businesses will need to increase their competitiveness and attractiveness. By including local residents as well as tourism businesses in a collective process, can we strengthen their local identity rather than threaten their social life?

# **Customer insights in travel intermediation in Finland - service, digitalization, sustain- ability and responsibility**

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Travel intermediation has changed almost totally after the introduction of the Internet and electronic market places supported by it. One of the main questions is that, what is the role of traditional travel intermediaries in the dynamic and information rich environment where end-users and service suppliers can connect with each other without the third party. Online shopping with sales 7/24 makes the contact with customers and travel service suppliers possible in a virtual environment. The physical environment is not, in principle needed anymore. Purchases are online transactions that have also changed the consumer behavior in a radical way. Of course, the evolution has gone through similar steps than on traditional channels including the adaption, acceptance and re-purchasing, but for intermediaries, it is important to understand motives of changing from a traditional intermediary to an online actor. Some of the issues for the traditional intermediaries are related to security, reliability and convenience when in a physical office. For the online agencies, the pros are in service available 24 hours a day, immediate response time and smoothness of use.

This study discusses about service, digitalization, sustainability and responsibility of traditional travel agencies and tour operators, how the customers see them, and their importance when choosing the agency. The themes of sustainability and digitalization base on sustainability and digitalization megatrends and their interpretations. Service and responsibility rise from customer loyalty and their recent emphases on employees. The aim of the study is to give agencies and tour operators responses to understand contemporary customers and their purchasing behavior.

The customer data was collected in a survey that was submitted to customers through the member organizations of Association of Finnish Travel Agents (AFTA). The final sample of 186 respondents stated first with cross-tabulations based on demographic variables that the differences between different consumer sectors were rather narrow. After changing the demographic variables to the statements used in the survey, the differences between the customer sectors or clusters became clearer. The differentiating variables were e.g. age (generation), education, family status and place of living.

This survey is a part of a wider research of the future of the traditional travel agencies and tour operators. The next step is to conduct a Delphi-panel among intermediation professionals. The topics of the statements of the panel rise from the megatrend analysis, results of this survey and a PESTEL-analysis of the operational environment.

# How to start a focus group discussion?

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## Introduction

Focus groups are a common method of collecting qualitative research data (Morgan and Krueger, 1998, Greenbaum, 1998). In addition to being able to provide an understanding of an individual's view on a topic, it is an effective method for exploring and attaining a deeper understanding of views in a collective, taking account of the fact that attitudes are not developed in isolation (Morse and Field, 1996). A successful focus group is highly dependent on the group dynamic in order to achieve a free flowing but focused discussion. Therefore an important factor to running effective focus groups is getting the group and the discussion off to a good start.

Although much has been written about focus groups regarding their composition, size, environmental setting and similar, there is little research (if any) focusing on effective ways to kick off a focus group. General advice tends to suggest that a focus group should start with an introduction of each participant followed by an icebreaker exercise such as "tell us about your last holiday/favorite hobby" or similar. However this is time consuming and there is no evidence to suggest that sharing information of once private life makes it easier for participants to discuss a completely unrelated topic afterwards. This paper aims to test an alternative method of kicking off a focus group. Building on the CurroCus group method developed by Hansen and Kraggerud (2011) this paper explores how these types of speed focus groups can be made even more effective without losing valuable information. An alternative start to focus groups was tested among adults discussing various scenarios where they may want to give feedback on a foodservice experience.

## Method

For this study cartoon strips depicting the topic of interest were developed to be used as stimulus to start the group discussion in the CurroCus group interviews. After a brief introduction by the moderator, respondents were asked to turn over a piece of paper, which was placed in front of them and depicted the cartoon specific for the group. Four different cartoon strips were created all of which depicted a different food service scenario (hotel breakfast, office canteen, takeaway, takeaway delivery). Respondents were asked to answer a question by choosing one of the pictures in the strip presented to them. In total, eight groups of 8 respondents took part in testing cartoons as a discussion starter, 2 groups dedicated to each scenario. The discussion then starts by each respondent explaining their reason for their answer.

## Discussion

In previous studies using CurroCus 'groups', starter questions have been used to start the session. Respondents have then answered a question individually in writing before starting the group discussion. However this still takes a significant amount of time to complete. Since time is an important factor in these speed focus groups and a key reason for developing the CurroCus 'group method, introducing tools which allow for the same amount of learning in a shorter time is key. Using pictures rather than relying on an explanation from a moderator reduced the time needed for the introduction section by several minutes. Leaving more time for the group discussion. The cartoon also functioned as a useful tool to refer back to for both the moderator and the respondents during the discussion and helped ensure that the discussion stayed on topic. The use of a catalysts, in this case a cartoon strip, proved to be a good method to quickly and effectively immerse the group members into the topic. In addition it proved to be a great tool to help focus and keep the discussion on track.

**Results**

Preliminary results suggest that introducing a catalysts into the focus group at the start has a positive effect on start-up time, with less time needed to be spent on introducing the topic. The discussions got off to a good start quickly with very limited guidance from the moderator. Not spending time on ice-breakers and introductions of the participants allows for collection of topic relevant information from the start. There was nothing to suggest that the lack of such ice-breakers negatively influenced the discussion. However, it is likely this more direct way of starting a focus group is particularly suited to research focused on non-sensitive topics.

## **Digitalizing the authentic tourist experience: dilemmas and answers**

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The concept of smart tourism is both by researchers and managers seen as a mean for tourism companies to enrich tourist experiences through digital technologies (Buhalis & Amaranggana, 2014) and transform this into new value propositions (Gretzel, Sigala, Xiang, & Koo, 2015). However, we see that some tourism companies resist exploiting the benefits of smart tourism by having highly negative attitudes towards inviting new digital technology inside their businesses. Particularly, tourist attractions where authenticity (Gilmore & Pine, 2007) and aesthetic plays a central role are worried that the smartness and digitalization will ruin the authenticity and aesthetic elements of the experience that they offer. These ‘authentic tourist attractions’ see themselves at a crossroads between authenticity and digitalization. We want to understand the dilemmas between digitalization and authenticity by analyzing the research question: *How can authentic tourist attractions digitalize the tourist experience without spoiling the authenticity?*

The method is based on action research (Huxham & Vangen, 2003) with 3-5 authentic tourist attractions. We want to collect data about their worries, dilemmas and challenges through qualitative interviews and observations. Subsequently, we will facilitate a service design thinking inspired innovation process with them to find concrete solutions on how to digitalize the tourist experience without ruining the authenticity.

# **Smartphones and 'planned serendipity': using the Experience Sampling Method to understand tourism information behaviour *in situ***

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Within the field of tourism information search behaviour, this research aims at exploring the proposed concept of 'planned serendipity' and its connection with smartphone use for tourism information search. Although studies on smartphone and tourism have flourished in the past few years, research on information needs and how these needs exist in relation to smartphones is lacking. Moreover, there is little academic literature on information search behaviour *in situ*. Considering the importance and the many uses of smartphones both in everyday life and on vacation, the present research tries to shed some light on these issues.

In the context of digitalization, one of the main challenges in tourism research is to find effective approaches to study the changes in peoples' behaviour and the new landscape of tourism information sources. Departing from an understanding of technology as both material and immaterial, the present research focuses on objects of tourism and the tourists' relationship with them. Paradoxically, both materiality and immateriality are at the essence of technology: the functionalities, intangible and immaterial, are what we use to do things, but the objects' materiality, the thing, tangible and material, is what allows us to use them and is deeply intertwined with our behaviour.

In order to explore the phenomenon of tourism information search *in situ* through smartphones, a specific methodology has been developed to capture tourists' information behaviour during their travel experience. Within a qualitative research design, this study borrows the tools of the experience sampling method (ESM) from the field of clinical psychology in order to study smartphone experiences during people's travels. The tool used for this purpose is an application that participants download to their own smartphones. During the trip, the app sends them periodical reminders (once or more per day or per week) to fill in a short survey on how they have been using their phone to collect tourism information about their destination. Despite this tool coming from a quantitative methodology, the present research is inspired by ethnography and adopts a qualitative approach. Therefore, the data collected with this tool is then expanded with follow-up in depth interviews with the same research participants.

The study proposes the concept of 'planned serendipity' as a way to explain the temporal shift of tourists' information needs. Thanks to the ubiquitous access to online information, it is not only the decision, but also the need to access information that is postponed until right before consumption: there is a serendipitous element within travel planning that previous research has not acknowledged.

## **TRACK 14**

### **Changes in the tourism environment of a destination and its effect on perceived image: Literature review**

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Successful promotion of destinations relies heavily on how they can differentiate themselves from competitors and how favourable or positive their image is positioned in the minds of possible tourists (Echtner & Ritchie, 2003). It is also claimed that destination image is crucial in influencing behaviour of tourists and is very important when consumers are purchasing travel related products. (Chon, 1990).

According to theory, image formation is highly influenced by the cognitive and the affective components of a place. Destination image has therefore been defined to be sum of all cognitive and affective impressions and evaluations an individual has of a destination (Baloglu & McCleary, 1999). Also, destination image has been found to influence on-site tourist behaviour such as perception of service quality, satisfaction and intention to revisit and recommend (Bigné, Sánchez, and Sánchez, 2001).

Furthermore, research suggests that perceived destination image is not static but dynamic and depends on the timing of the travel experience (Andrades-Caldito, Sánchez-Rivero, and Pulido- Fernández 2013).

The image of Iceland has been suggested to be strong and research show that neither the eruption of Eyjafjallajökull in 2011 nor the collapse of the Icelandic financial institutions in the economic crash of 2008 had any effect on the image of Iceland (Guðlaugsson & Larsen, 2015).

In 2010, was the beginning of an unprecedented growth of tourist's influx to Iceland where the growth from 2010 – 2018 has been on average 25% per year. Because of this growth various changes in the Icelandic tourism environment have followed such as increased number of tourism companies as well as more diverse, overcrowded popular attractions, changes in the composition of tourists and changes in the attitude of residents.

This paper is a part of a PhD research and the purpose is to talk about the major changes in the tourism environment in Iceland and its possible effect on the image of Iceland. The aim of the paper is to create a literary review and build a theoretical foundation to make arguments for that changes in the tourism environment caused by rapid growth of incoming tourists can possibly affect the image of the destination over time. The research question put forward is: *“Has increased number of tourists to Iceland had any effect on the perceived image of Iceland?”*



## How to stay local when going global inside the National Park

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Can the Danish National Parks play a role in the reshaping of new international or domestic tourism places, as the search for authenticity of today's travelers turn to 'the local' host?

If the Danish National Park-experiences are to compete in the tourism flows, they must also understand the role as mediator of authenticity and everyday life in a foreign/Danish or urban/rural cultural search for experiences. How can National Park-driven 'community divings', 'nostalgic dwellings' or 'ethical engagements' become part of such mediation engaging both locals and getting the attention of the tourist?

National Parks as a phenomenon diverge from country to country. The National Park framing of landscapes of nature and culture is therefore both global culture and glocalised spaces. *Mols Bjerger National Park* writes "...projects and initiatives of the Mols Bjerger National Park Foundation must always be in collaboration with the community and within the legal obligations of the Foundation" (website) so they provide activities, experiences and information about the local nature and culture, but what is this role of *the local* and the local community?

Such a policy for development is also connecting with a new turn in tourism practices and studies i.e. the emphasis on "the role of the host community" (Russo 2016, Nørgaard 2018). This turn has applications for how society creates tourism space and how the local and his/her everyday life potentially take part in symbolic/cultural negotiation of the tourist destination (Kavaratzis 2015). The paper investigates the meaning and potential of the 'life and space of the local' in the national park framing as an international/domestic tourism experience and commodity.

## **The harmful role of tourism in coastal destinations**

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Against a dominant line of argumentation that glorifies tourism as a remedies for all kinds development backwardness, this study focuses on a potentially harmful role of tourism development towards other spheres of local development (Milne, 1991, 1992; Pratt, 2011; Holzner, 2011; Pratt, 2015). Drawing on a classical notion of the Tourism Area Life Cycle (Butler, 1980), this study empirically examines a set of socio-economic conditions under which tourism rather monopolize local growth than creates its further development and diversification at the end of so-called “*development stage*” (Butler, 1980). In particular, by employing a multi-case study research design the study offers a new insight into tourism development processes their dilemmas and prospects. The study builds upon an extensive analysis of three highly-distinct counties located along Polish costal line. The first county is dominated by centrally located national park which creates significant tourism demand on one hand, and a number of severe development restrictions on the other; the second is characterized by existence of a centrally located city which impacts tourism and which is impacted by tourism development, whereas third one represents traditionally ruralunit.

The study are driven by two research questions: (1) How growth of tourism industry in coastal areas impact other spheres of local development in particular local enterpeenuship and labor market? and (2) How various dimensions of tourism development (economic, social, spatial and envieremnatl) influence local residents access to non-tourism activities. To answer research questions a set of 30 indicators was build based on literature review and data available from *Data Bank of Polish Central Statistical Office* and *Polish Central Registration and Information on Business*. Furthermore, the empirical part was extended by qualitative inquiry of historical and non-numerical data. The results show that development of tourism entails several important implications for local development and growth which – in long run – do not necessarily can be considered as demanded; firstly tourism demand has impacted land prices, which in all three considered cases are approx.. 30% higher than in the surrounding areas; further, it reconfigured local economy in a way that traditional (labor- demanded) industries were crowded out, and replaced by seasonal services. This in turn implicated further changes, particularly societal. The local labor market has become monopolized by tourism industry, which operates only by 90 days per year. Consequently, a high labor market seasonality has been observed. Finally, the rapid tourism development commercialized local culture, habits and heritage, which currently is rather disconnected from the pasttraditions.

# **Finding Balance between Economic Development, Social and Environmental Sustainability: Assessing the Issues and Indicators in Langkawi Tourism Development**

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Sustainability is the most vital issue facing the tourism industry and continues to be a big agenda throughout the world. Sustaining the destination is something that every destination and country is looking forward to maintain but is not possible to do due to unique challenges faced at the place. The same scenario is faced by Langkawi island, which has been regarded as a one stop center by the locals and tourists. It is blooming due to the increasing number in tourist arrivals. Recent direct flights from several China cities to the destination has added more pressure to the island. Langkawi has UNESCO Global Geoparks, islands, beaches, waterfalls, local communities, jungles, a duty free island and rocks. Even though Langkawi has a blueprint plan for sustainable tourism, recent development has brought so many challenges and issues to the sustainability of Langkawi. The main objective of the study is to identify the issues and challenges faced by different stakeholders in Langkawi. The second objective is aimed to determine the sustainable indicators from the economic, social and environmental lenses. The participants consisted of five different stakeholders, which are service provider, local community, tour guide, policy maker and NGOs. The current study used a mixed approach to gather the data. The first objective was achieved through a focus group discussion (FGD) and the second objective was answered via survey questions. A total of fourteen (14) respondents participated in this study.

The study found six (6) major issues that may affect the sustainability of Langkawi, which includes lack of integration among the government sectors in policy implementations; land issues; weak enforcement from the authority; lack of environmental behaviour among the tourist and local people; lack of community involvement and poor waste management. On the other hand, the result of the survey has provided important findings on the indicators for five dimensions. It was found that there were eleven (11) natural environment indicators; twelve (12) physical environment indicators; fourteen (14) social indicators; fourteen (14) economic indicators and ten (10) cultural indicators which played an important role in every sustainable tourism component. These indicators, if managed well by the respective bodies, will assist Langkawi in determining the early impact of tourism. The FGD results also provided evidence that stakeholders perceived both positive and negative impacts of tourism development in Langkawi, but the support for tourism development remained strong.

This study argues that despite these problems, Langkawi has potential to contribute to sustainable tourism development. This requires a significant planning process that integrates and benefits all parties at the destination level.

## **A joint search for sustainable cruise tourism**

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In this presentation we will introduce planned cooperation between researchers in two of the world's Nordic cruise destinations: Akureyri, Northern Iceland and Visby, Gotland, Sweden.

In both areas, recent research have been conducted amongst cruise passengers, although with somewhat different aims and methods.

In the 2017 and 2018 seasons, the Icelandic Tourism Research Centre conducted passenger-surveys at the pier of Akureyri Port, where questionnaires have taken focus in collecting knowledge about the passengers' choices, decisions and on-shore activities with the aim of gaining better understanding of these guests for both the local tourism as well as the local policymakers.

In Visby, Gotland passenger-surveys in the 2018 and 2019 have taken focus in if, and then how, the passengers' decisions and activities on-shore can be controlled for better preservation of the areas of visits.

In both cases, the overall goal is strive for more sustainable cruise tourism at destination level.

The cooperative project will take focus in what the researchers in Akureyri and Visby can learn from each other for more sustainable cruise tourism management, to minimize economic leakage and better preservation of the destinations of visits and thereby benefit the local communities and societies of visits.

## **TRACK 15**

### **Tourism Employment in Nordic Countries: The Road Less Travelled**

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Despite widespread acknowledgement of tourism's role in job creation, tourism employment remains on the margins of mainstream literature in tourism academe. This is truly astonishing given that no fewer than one in ten jobs are generated by tourism according to the UNWTO (2018). The oversight of employment issues especially within the context of sustainable tourism (Baum, 2018) is compounded by the otherwise growing concerns surrounding tourism development and unregulated growth as evidenced, for example, in the recent interest in overtourism. This is then not so much a case of tourism at the cross-roads, but moving research on tourism employment onto the mainroad.

This paper will draw on key themes as covered in the forthcoming book *Tourism Employment in Nordic Countries* (to be published by Palgrave in 2020). The paper will segment themes according to a macro- and a micro-focus. Thus, to begin with the paper will identify broader issues that characterise tourism employment in Nordic countries. Here a focus will be on policy in a range of areas (e.g. employment, education, migration as well as tourism) and how these affect tourism development with implications for tourism employment. The second part of the paper will then turn to an analysis at the level of the organisation, whereby the experience and nature of tourism employment will stand to the fore. Themes will include youth employment, the employment of migrant workers, job satisfaction and also self-employment (lifestyle entrepreneurship).

Finally, having reviewed the policy context and macro-environment within which tourism unfolds, and then reviewed how tourism is experienced at the level of the individual organisation, the paper will draw these two areas together with a view to offering a research agenda on tourism employment tailored to the particularities of Nordic countries.

# Employee voice and leadership in the hospitality industry

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## Aim

This study examines how leaders may facilitate and encourage employee voice in hospitality workplaces. Employee voice has been addressed by researchers from a variety of disciplines and fields. As early as 1970, Hirschman described voice as a means to “change rather than escape from an objectionable state of affairs” (Hirschman, 1970, p. 30). Morrison (2011) defines employee voice as “discretionary communication of ideas, suggestions, concerns or opinions about work-related issues, which intend to improve organizational or unit performance” (p. 375), while Kaufman (2014) conceptualizes employee voice as “the opportunity for employees to “have a say” and “be heard and make a difference”” (p. 316). Employee voice behavior is central for improving service quality and efficiency in the hospitality industry. This study aims to examine future hospitality leaders’ perceptions of employee voice and leadership, and addresses how leadership style can have an impact on employee voice.

## Method

The data was collected through semi-structured qualitative interviews with eight hospitality graduate students, applying a purposive sampling strategy. The interviews were transcribed verbatim, and key themes and patterns were identified through a process of data reduction and data compilation (Brinkmann & Kvale, 2015; Coffey & Atkinson, 1996).

## Findings

Preliminary findings indicate that employee voice is central for ensuring service quality and for making well-informed decisions in hospitality organizations. Furthermore, employee voice may contribute to engaging employees and enhancing their feelings of self-identity and self-worth if managed well. However, ensuring possibilities for employee voice is not enough to create positive impacts for the organization. Central management challenges include listening, providing constructive feedback, and creating a “culture of reception”. This may be especially difficult in large and hierarchical organizations, but can be alleviated through leaders practicing an open door policy and communicating approachability. The hospitality industry has a diverse workforce, and challenges related to cultural issues such as gender, nationality and religion are also identified in relation to employee voice.

The findings suggest that central leadership qualities and behaviors for facilitating and encouraging employee voice include listening, humility, honesty, authenticity, emotional intelligence, trust, empathy and having a “people first” focus. Servant leadership (Greenleaf, 1970) implies a leadership style motivated by wanting to serve others rather than lead others. According to van Dierendonck (2011), servant leadership implies empowering and developing people through “expressing humility, authenticity, interpersonal acceptance, and stewardship; and by providing direction” (p. 1228).

Leadership is in this perspective viewed as relational and discursive. A preliminary conclusion could be that servant leadership represents a fruitful approach for hospitality leaders when facilitating and encouraging employee voice.

## **What is sexual harassment? Hospitality employees' view of the concept**

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After the #metoo campaign increasing attention has been given to sexual harassment as a work environment hazard. Although there are reports of high prevalence of sexual harassment in the tourism and hospitality industry, there has been limited academic interest in the topic (Ram, Tribe & Biran, 2016). The #metoo campaign has not only put the topic back on researchers' agenda, but also led to changes in definitions, legislation and more public discussions on the phenomenon.

The current study aims to map the concept of sexual harassment and builds on a survey of hospitality employees' perceptions of what sexual harassment is. What kind of behaviour is considered sexual harassment, and what is not? Are there different perceptions of what is considered sexual harassment from guests compared to customers?

Building on previous research, the study uses established scales. The sample is hospitality students who are working part- or fulltime in the industry. The data collection is ongoing.

Although legislation is clear, preliminary data suggests that perceptions of what kind of behaviour that is perceived as sexual harassment varies in the hospitality workplace. Some regards non-physical signals as sexual harassment, whereas others perceive only behaviour like unwanted physical contact or sexual violence as sexual harassment. Implications for further research and managerial issues will be discussed.

## **Prevalence of sexual harassment in the hospitality industry**

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Sexual harassment in the hospitality industry is a challenge in several ways. It might occur between colleagues, from the leader and from guests. After the #metoo campaign increasing attention has been given to sexual harassment as a work environment hazard. Researchers have previously emphasised the gap between the high prevalence of sexual harassment in the tourism and hospitality industry and the limited academic interest in the topic (Ram, Tribe & Biran, 2016). The #metoo campaign has not only put the topic back on researchers' agenda, but also led to changes in definitions, legislation and more public discussions on the phenomenon. Previous research suggests that one out of six workers have experienced sexual harassment in the workplace, but that the prevalence in the hospitality industry is higher.

The current study is a part of a larger study investigating perceptions, prevalence, policy and management of sexual harassment in the hospitality industry. The aim of this paper is to map the prevalence of sexual harassment, using a survey design with established scales. The sample is hospitality students who are working part- or fulltime in the Norwegian hospitality industry. The data collection is ongoing. Implications for further research and managerial issues will be discussed.



# **Connecting psychosocial work environment and different business logics in Norwegian service firms**

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## **Background**

The psychosocial work environment has gained increasing attention in the literature. Components of psychosocial work environment has been linked to positive as well as negative employee and organizational outcomes. Irregular working hours, precarious work, low educational levels, and high levels of diversity characterize the service sector. In addition, the sector faces an increasing competition through the new sharing economy. There is, however, a need to explore the interplay between perceived risks in psychosocial work environment of service employees, management practices, and different business logics in service sector.

## **Aim**

In this paper, we will take a closer look at how perceived risks in the psychosocial work environment in the Norwegian service sector are related to different business logics (service- dominant, customer-dominant and memory-dominant) empirically. Service dominant logic is based on the idea that all exchanges can be viewed as service-for-service-exchange (Vargo & Lusch, 2004). Customer dominant logic was a further derivation of SDL tied to co-creation (Heinonen et al., 2010), while memory dominant logic combines the concept of co-creation with reflective observation (Harrington, Hammond, Ottenbacher, Chathoth, & Marlowe, 2019). These have not been studied in relation to psychosocial work risks before.

## **Method**

We conducted five focus group interviews with eighteen HSE-representatives from fifteen enterprises to identify psychosocial risks perceived in their service environments (representatives were from hotel, food production, cleaning, construction, and supply services). We recorded all interviews and transcribed them verbatim. We then conducted data analysis in NVIVO12.

## **Results**

Our data indicate there are differences in what service employees perceive as potential risks and hazards in their psychosocial work environment. We also found examples of empirical implementation of different business logics in the data. The analysis is still ongoing, but our preliminary findings indicate that empirical practices that stem from e.g. service dominant logic are applied in the enterprises to minimize the hazards in the psychosocial work environment. Although most service employees have low job control, they perceive it in different ways depending on the nature of service offering and type of service sector. Qualitative and quantitative job demands change due to technological developments and fluctuations of the job market as well as expectations to service quality. Conflicts emerge due to cultural differences and high role conflict. We conclude by making a proposition that service dominant logic practices moderate the relationship between psychosocial risks and individual work outcomes and well-being at work in the servicesector.

## **TRACK 16**

### **Education of Employees in Small to Medium Sized Enterprises in the Tourism Industry**

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The tourism industry in Denmark faces new challenges and more competition from other destinations around the globe in the battle to attract international tourists (Halkier, 2014). The growing competition brings new challenges for the employees of tourism and hospitality enterprises. Basic skills like communication, customer and complaint handling are a given for tourism employees, however, there are a growing need and demand for tourism employees to have knowledge and skills of digital tools, as the large intensification in both development and application of digital technologies in all aspects of society is evident (Buhalis & Inversini, 2014; Foroudi, Gupta, Nazarian, & Duda, 2017). The tourism industry has reputation for not delivering enough training (Jameson, 2000) and tourism enterprises therefore need better education and training to create a new body of knowledge, skills and competencies for its employees regarding digitalisation in order to maintain a sustainable business.

Existing research on learning and education in the formal educational system are abundant but a lesser amount of research has been focused on the further and continuous education of the employed workforce. In many countries small to medium sized enterprises (SME's) are a large part of the tourism industry (Buhalis & Peters, 2005) and thus research into about how learning and education are structured and how skills and knowledge are acquired and developed in SME's should be a matter of major interest (Kyriakidou & Maroudas, 2010). The distinctive nature of SMEs and the need for a tailored framework to understand their approach to training is beginning to emerge in the literature (Hill and Stewart, 1999) and the need to understand how SME's in the tourism industry can develop through learning and education is an imperative issue.

The EU funded project Digital Growth Culture (2017-2019) is aimed at delivering knowledge, skills and competencies about digitalisation to SME's in southern Denmark and thereby strengthen their ability to compete within a digital context. The project is in the final stage and the first qualitative findings show that participants are satisfied with the structure of the project and believe the format in which the project is being delivered with both formal designed education, personalised training and on the job training is functioning well. This supports previous findings about key factors of successful training in SME's (Bound & Lin, 2013; Kyriakidou & Maroudas, 2010).

Findings also indicate that the participants found the level of knowledge gained from the project one of the most valuable learnings, although most of them indicate that they did not quite develop competencies but the prerequisite to be able to develop competence in the long term, which supports research discussing competence as a development process rather than the ability to perform a task (Bound & Lin, 2013).

This presentation will explore and discuss the role of continuous education among tourism employees within the framework of the project and discuss the framework surrounding competency development.

# Hostmanship in Hospitals

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## Introduction

In the last decade there has been an increased interest of hospitals in hospitality (Wu, Robson & Hollis, 2013). Hospitals have looked at hotels for the physical environment to give a better impression of hospitality. The focus is primarily on the design of the hospitals for patient, family, friends and other visitors. Brotherton (1999, 169) remarks that hospitals are institutions “which often purport to constitute incidences of hospitality, but which are essentially nonvoluntary in nature.” Patients do not chose to be sick. Foucault (1973) was one of the first to note impersonal treatment of patients and the feeling of depersonalisation. He coined the term “medical gaze”, which has since become a stock phrase. Hepple (1990) found that patients talk about being ignored of their of individuality which leads to feelings of depersonalisation (Peloquin, 1993). Nouwen (1976) writes that many patients get well but leave the hospital with hurt feelings because of the impersonal treatment they received during their stay.

The opposite of the medical gaze is put forward by Davenport (2000) as ‘witnessing’ and is acknowledging the whole person of the patient. As in hospitality, staff play a key role in recognizing the patients. And although innovations and practical experiences of hospitality are implemented into hospitals it is the idea that the role of hospital staff is largely overlooked. Hollis & Varma (2012, 5) state that, “success in both healthcare and hospitality depends on the core principle of creating a culture of respectful treatment and valuing all stakeholders”. Also Pizam (2007) reminds us that hospitableness also includes an attitude of welcome including a welcoming environment. Youngson (2012) adds to this that it benefits patients and staff alike. Pizam argues that ‘ity’ is the difference between hospitals and hospitality, where the ‘ity’ can make a significant difference in the recovery and experience of patients. Hospitableness (Lashley & Morrison, 2010) is of great influence in an organization and therefore effects the experience of visitors, guest, patients and employees.

The aim of this study is examining the relationship between how nursing staff experience practicing hospitality and hostmanship (Gunnarson & Blohm, 2003) and the wish by management for more hospitality in hospitals.

## Method

A combination of semi-structured interviews with staff at different levels in two hospitals in the North of the Netherlands was combined with a few days of participant observations where one of the researchers was allowed to join staff members on their rounds in the hospitals. The interviews were recorded, transcribed and coded shortly after the interviews took place and could thus be used as input for the following interviews.

What makes this research special and interesting for a group of hospitality researchers is that the proprietor of a Michelin-star restaurant took his hostmanship gaze to scrutinize hospitableness in two hospitals that pride themselves on their hospitality.

# Employer branding of international chain hotels in the Netherlands

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## Introduction

In recent years the number of EU organisations facing production limitations caused by labour shortages and capacity constraints has increased significantly (European Commission, 2019). The hospitality industry is among the sectors that have great difficulty in finding staff. Amsterdam belongs to the four fast growing hotel cities in Europe (Van der Reijden, 2017). Hermes et al (2018) even chose the title “finding Cinderella” for their report on the hospitality labour market in Amsterdam.

One of the consequences of this “war for talent” is that hotel chains strive to distinguish themselves on the labour market. Employer branding is becoming more and more important. Ambler & Barrow introduced the concept employer branding in 1996. In simple terms employer branding entails delivering a value proposition to current and prospective employees. If the brand feels right, employees may seek employment and stay with the company. In a recent review article Backhaus (2016) presents the enormous exposure the concept has since received in research articles.

Gehrels and de Looij (2011) were among the first to study Employer Branding in the hospitality industry. They list poor image and competition from other sectors among the factors that explain shortage.

Some of the interesting questions that arise with employer branding are whether it should be initiated top-down at corporate level, or bottom-up at the individual hotel property level (Foster et al., 2010). Questions concerning ownership and authenticity play a role here (Backhaus, 2016). Also the media used to convey the brand and consistency play an important part (Parker, 2013; Gehrels, Wienen & Mendes, 2016).

## Method

The study consists of three different phases. First, semi-structured interviews were held with senior managers of all twelve international brands of the top 10 international hotel chains in the Netherlands. Based on the analysis of these interviews a list of 49 statements on Employer Branding in general, and performance regarding Employer Branding, was generated and sent to the twelve managers. All managers responded and agreed to participate in the ensuing phases of the research. The answers to the 49 statements were analysed with simple descriptive measures and correlations. Based on the analysis of the first round of statements, a second list of 20 more generic statements on Employer Branding was constructed. These statements, together with a bar chart of the answers to the first 49 statements was sent back to the participants. For this round the participants were asked to rate the 20 items, and also motivate their answers. In a final round a descriptive table of all the answers to the statements, together with the anonymised motivations will be sent back to the participants with a request to reconsider their answers to the previous round.

At the same time flanking research of job announcements on the websites of the various companies was conducted and a content analysis was performed on features related to employer branding.

At the moment of writing this abstract the Delphi study, together with the website analysis, have been completed. The next month final analysis of the Delphi study will be completed and integrated with the analysis of the website analysis.

A special feature of this research is that senior managers of all four star international hotel chains in Amsterdam were willing to participate in the project and generously gave their time for both lengthy interviews and several rounds of a Delphi study. First results indicate that hotels for which the corporate (mother) company of the hotel brand uses employees as ambassadors for the company's recruitment page or career site have less difficulty in finding staff.

## **Migrant workers in the Icelandic tourism industry**

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Mobility is a key characteristic of today's world. People are increasingly mobile with regards to where they are able to live and work, which has affected the tourism industry and its workforce greatly. Today, migrant workers form a substantial part of the local tourism workforce in many countries. Iceland is an example of a country that has seen an immense increase in foreign workers in the tourism industry. This new labour composition of a diverse workforce brings about benefits as well as challenges for employees, employers as well as the Icelandic tourism industry itself. We will present a case study from Iceland about migrant workers in the Icelandic hotel sector, based on qualitative interviews with migrant workers and hotel managers. It examines what challenges and benefits migrant workers perceive to result from their employment in the tourism industry and presents what challenges and benefits hotel managers perceive to result from managing a culturally diverse workforce. It also sheds light on worker's motivations for moving to Iceland and taking up work in the tourism industry as well as the expectations and the lived experience of working in an Icelandic hotel. Through their employment in the tourism industry and the interaction with both guests and co-workers with culturally diverse backgrounds, the participants were able to expand their cultural knowledge and understanding. Whether the participants were able to expand their knowledge about Iceland, in terms of the Icelandic geography, culture and the language, depended on whether they occupied front positions, such as working in the reception, or background positions, such as house-keeping. Those working in background positions became isolated both socially and physically, which contributed to limiting their future employment options in Iceland.

# Employee Experience at the Forefront of Leadership

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## Background of the study

Tourism to Finnish Lapland continues to grow record pace. The growth has caused a shortage of labor in the tourism and hospitality industry (Luiro, 2013; Ministry of Economic Affairs and Employment 2017). In order to manage the growth sustainably and to manage the workforce responsible, leadership reform is needed. During the years, lot of emphasis has been put on promotion of the attractiveness making tourism and hospitality industry more appealing place to work.

Instead, in this study the phenomenon is approached from a different perspective bringing a positive employee experience at the forefront of leadership and management practices. It illustrates the phenomenon of positive employee experience and offers proposals for developing it in organizations. In addition, it reforms leadership and management practices by offering new perspective for example, positive leadership, shared leadership and serving leadership (Cameron, 2012; Crevani & Lindgren & Packendorff, 2007; Wenström & Uusiautti & Määttä, 2018.) The essence of the phenomenon is explored through the conceptions of the actors by examining which elements create the positive employee experience in tourism industry in Lapland.

## Description of the study process

This study aims to define the concepts employee understanding and employee experience in the context of Lapland tourism industry. In addition, the aim is to point out the factors affecting into positive employee experience as well as the effect of employee experience to the engagement and motivation of employees (Albrecht & Bakker & Gruman & Macey & Saks, 2015).

The study is conducted by interviewing both permanent and seasonal employees as well as managers in tourism and hospitality industry and organizing workshops for the managers in two pilot areas. In the workshops, the aim is to gather, share and refine the existing best practices creating positive employee experiences.

The study produces new information about the positive employee experiences in tourism industry. With this information tourism companies can develop and renew their internal practices and processes. The information produced will help the companies to improve the employer brand and strengthen the image of the tourism and hospitality industry as an employer.

The results will anticipate the future and thus help tourism companies to pay attention and strengthen practices and processes, which will contribute positive employee experiences. Furthermore, tourism companies can utilize the results in order to develop leadership functions such as the recruitment and engagement of employees. The factors affecting into positive employee experience will be identified, giving the opportunity to develop the leadership and management practices that will increase wellbeing at work, engagement and motivation of employees. (Albrecht et al, 2015; Cameron, 2013; Fredrickson & Joiner, 2002; Wenström et al 2018.)

## **TRACK 17**

### **Experiencing authenticity at Alvar Aalto's Experimental House**

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#### **Introduction**

The Experimental House is a former summer house of the world-famous Finnish architect Alvar Aalto (1898–1976) and his wife, architect Elissa Aalto (1922–1994), located on a remote island about 20 km south of Jyväskylä in Central Finland. The house was built in 1952–54, and has been renovated several times. The house was an attraction for architectural tourists already when the architects were alive. Alvar Aalto Foundation owns the Experimental House since 1990's, and keeps the house and the premises open for public in summertime. Visitors (1750 visitors in 2018) come from all over the world. Quite many of the visitors are architects, architect students, or people interested in history and culture.

#### **Method**

The main objective of this work is to study the experiences and opinions of visitors, focusing on the authenticity of the Experimental House. My research question is how the visitors experience and feel about the authenticity of the Experimental House. Do the visitors share their opinions, or are there different kinds of views? In order to answer these questions, I have interviewed 30 visitors from 12 countries using a semi-structured interview. The respondents were selected using demographic indicators (age, gender), geographic criteria (homeland, home continent) and education-related classification (architect, non-architect).

The hypothesis is that visitors have different kinds of views and experiences on authenticity, as has been presented in the long, still ongoing discourse on authenticity in tourism research: objective, constructive, postmodern and existential authenticity (Wang 1999), and some crosses between these (Chhabra 2012). The visitors have also awareness of the front stage – back stage division, introduced in tourism research by MacCannell (1973), and later elaborated by Cohen (2007). The assumption is that in cultural heritage sites, like the Experimental House, the experiences are mainly objective-related, but also other kinds of experiences on authenticity may appear. In order to analyse the interviews, I will use a content analysis to find out how authenticity appears in the answers of the informants.

#### **Preliminary results**

This is a work in progress, but the preliminary research results support the assumption that in cultural heritage sites, like the Experimental House, notions of authenticity are mainly objective and constructive. The front stage – back stage -division appears in the answers; many of the interviewees mention they have a feeling of a back stage, even though they are on the front stage. The findings give understanding for heritage attractions for creating meaningful experiences.



# **Consumer immersion in managed visitor attractions: The role of antecedents and individual responses**

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Several concepts have been introduced to the study of tourist experiences, including peak experiences (Maslow, 1964), flow (Csikszentmihalyi, 1990) and extraordinary experiences (Arnould and Price, 1993). What these types of tourist experiences have in common, in addition to being personally transformative and hedonistic, is that they involve some degree of immersion and a feeling of loss of self (Arnould and Price, 1993). Immersion has been defined as “The feeling of being fully absorbed, surrendered to, or consumed by an activity, to the point of forgetting one’s self and one’s surroundings” (Mainemelis, 2001 :557). It has been described as the process of accessing the deepest level of an experience (Carù and Cova, 2007) and as the deepest form of involvement with an experience (Brown and Cairns, 2004). While only a limited number of studies have focused on immersion as an independent experience concept, involvement has been established as the driving force behind the immersion process (Blumenthal and Jensen, 2019, Brown and Cairns, 2004). Furthermore, the process appears to be facilitated by factors in the experiencescape (the physical and social landscape in which the experience takes place) (Carù and Cova, 2007, Hansen and Mossberg, 2016) and “involvement triggers” such as physical and mental challenges, group assimilation and memories (Blumenthal and Jensen, 2019). A recent study by Blumenthal and Jensen (2019) found indications that the visitors’ progression through the immersion process seemed to be moderated by the visitors’ individual responses to the different incidents that occurred during the course of the experience. The aim of the present study is therefore to explore the role of individual responses in the immersion process by answering the following research questions: (1) What are the individual responses that influence the visitors’ progression through the immersion process and (2) what are the underlying antecedents that influence these individual responses?

The study was conducted within the context of a managed visitor attraction (an Escape Room) and was designed as qualitative case study, utilizing a grounded theory approach (Strauss and Corbin, 1990). Data was collected through semi-structured focus group interviews paired with field observations. Preliminary findings indicate that both affective and behavioral responses influence the visitors’ progression through the immersion process by either hindering or facilitating increases in involvement. Whether the response had a positive or negative effect on involvement appeared to be moderated by the valence of the response. Findings furthermore point to a number of antecedent factors that appear to influence the visitors’ individual responses, including experience design factors, social factors and personal factors.

## **The strangely familiar and the familiarly strange – experiencing routines while cruising in Greenland**

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Tourism has often been positioned as inherently extraordinary, non-familiar, sacred and luxurious due to the role that it plays in social contexts (Graburn, 2001; Mossberg, 2003). The limited amount of time spent on a trip, planning efforts that go into the trip, as well as economic capacity to actually go on a trip are all factors that contribute to the relative exclusivity and extraordinariness of tourism in people's minds.

Nonetheless, a turn towards ordinariness, familiarity, everydayness and mundanity in tourism research is evident (Hannam & Knox, 2010; Larsen, 2019), and the interconnectedness of these elements will be the focus of this study.

During field work on a cruise along the coast of Greenland, a realization was obtained that the routine practices that were constructed onboard and ashore, reminiscing familiar, everyday routines, yet employed in this extraordinary setting, was as important to the experience of Greenland as the unfamiliar setting, Greenland and the Arctic, in which it took place. It was also realized that many of the emotional outbursts observed among the passengers were directly related to what may be characterized as routine practices often playing a lesser role in the portrayal of the tourist experience. These routine practices are not paid a great deal of attention when it comes to promotion by the travel agency in attempts to attract tourists, nor does it seem that they are attributed a great deal of value, meaning or importance by the tourists themselves in their pre-trip assessments. However, it seems that for these passengers, routine practices set the scene for some of the tensions experienced, particularly when routines collided or became objects of interpretation of other people's actions. Contrarily, the non-familiar experience of Greenland, the object of the trip, seems to be less prone to contrasting perceptions and collisions, which evoked interest in the researchers in terms of how these familiar and non-familiar dimensions of experiencing affect the overall experience of Greenland as a destination.

The empirical foundation for this study is data collected during the cruise, which the researchers took part in on equal terms with the passengers. This means that they became part of the same routines as everyone else, and thereby a unique possibility arose for collecting various types of ethnographic data. The approach was therefore highly dependent on and focused around immediate access to passengers and staff, a chance to build relationships with passengers, and the researchers' own experiences and observations. A 'bricolage' (Ehn, Löfgren & Wilk, 2016) consisting of 1) a number of interviews and conversations with passengers and staff, 2) observations of various settings and situations (including photo material), and 3) pre-trip desk research of information about the trip, will form the basis for this exploration of routine practices.

The purpose of the study is firstly to understand 'the strangely familiar' (e.g. when you think there is a familiar routine, yet collisions occur) and 'the familiarly strange' (e.g. when extraordinariness and novelty is expected) to such an extent that how these play into the tourist experience will be highlighted. Secondly, hypothesizing about the effects of these familiar/non-familiar dynamics on the experience of Greenland as an Arctic destination will be attempted. Particular attention will be paid to the fact that the cruise

passengers at hand will bring different experiences, relationships and understandings to the table, which may affect the findings in this study. The purpose of the study is therefore to contribute to knowledge of routine practices in tourism and the role that they play to the experience of a particular destination.

# **Journeys of Research, Emotions and Belonging: An Exploratory Analysis of the Motivations and Experience of Ancestral Tourists to Sweden**

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Ancestral tourism and amateur genealogy are popular phenomena driving individuals to reconnect with their ancestral roots and discover their family history (Santos & Yan, 2010; Yakel, 2004). Tourism researchers have paid attention to these developments in the past decades, and this particularly in relation to tourism to countries like Scotland and Ireland (see Alexander et al., 2017; Basu, 2004; Bhandari, 2016; Hughes & Allen, 2010; Wright, 2009). In this presentation, we explore the demand-side of ancestral tourism to Sweden. After many waves of emigrations, there are now millions of Americans of Swedish origins in the USA. Though precise numbers cannot be presented, it is well-established that many of these Americans travel to Sweden to pursue genealogical research and reconnect with relevant personal sites and people in Sweden. The findings we present stem from a master's thesis research project undertaken at Mid-Sweden University with a focus on the supply and demand of ancestral tourism in Sweden (Mehtiyeva, 2019). These findings are now preliminary findings to a broader study of ancestral tourists to Sweden.

In terms of results, we present that ancestral tourists are a very heterogeneous group, where each individual lives a highly personal and emotional experience depending on factors occurring before and during travels, and involving many sites and stakeholders beyond the traditional control of the destination (see also Alexander et al., 2017; Poria et al., 2003). Our study reveals the importance for ancestral tourists of establishing a sense of belonging within current Swedish society during their mission to discover their ancestors' past. The findings also reveal the importance of local actors, like distant relatives and knowledgeable community-members, during the delivery of ancestral tourism. We identify difficulties, such as linguistic disparities and the complexity of patronymic names, during genealogical research, which represent an added challenge for ancestral tourists to Sweden. We conclude the presentation with suggestions for future research in ancestral tourism.

## **‘Running on sandcastles’: energising the rhythmanalyst through non-representational ethnography of a running event**

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This article conducts an analysis that is informed by rhythmanalysis and non-representational ethnography of a five-day seasonal running event – Etape Bornholm – that takes place on the Danish holiday island of Bornholm during the summer school holiday. Firstly, I argue that rhythmanalysis in practice pays lip service to biological rhythms and is insufficiently corporeal, mobile or sensuous. In contrast, I energise the rhythmanalyst by outlining a perspective where the rhythmanalyst literally listens to his or her heartbeat and internal rhythms. I address this sensuous paucity in rhythm studies by connecting it with non/more- than-representational theories and ethnographies. Secondly, I advance landscape studies, sport geography and tourist studies by examining runners’ bodily ways of practising and sensing landscapes during races. More broadly, this article contributes to ongoing debates in tourist studies on how tourists corporeally engage with and sense landscapes.

## **TRACK 18**

### **Tourism Experience Innovation in Nature Parks**

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#### **Introduction**

Provision of tourism experience products and services in connection with Danish nature parks (<https://www.friluftsradet.dk/danskenaturparker>) are far from abundant but presents a possible local development potential in several peripheral and semi-peripheral areas of Denmark. This paper discuss the attitudes towards, and potentials and barriers for innovations of new experience services and products tied to Danish natural parks. It focuses in particular on barriers and potentials for such development among local private companies (e.g. landowners and existing tourism and service companies) and voluntary organizations.

#### **Theoretical approach**

Drawing on tourism entrepreneurship and innovation literature (e.g. Ateljevich & Doorne, 2000; Solvoll et al. 2015; Sundbo et al, 2007), experience economy (e.g. Andersson, 2007; Sundbo & Sørensen, 2013), practice (e.g. Pantzar & Shove, 2010; Warde, 2005) and actor network theory (e.g. Van Der Duim et al, 2013) the paper builds an analytical framework for interpreting potentials and barriers for locally based experience innovation activities connected to nature parks. Inspired by Pantzar and Shove (2010) this framework focuses on the possible innovation practices resulting from combinations of a) local material conditions of nature parks; b) entrepreneurs images of nature parks, and c) their know-what and know-how of developing nature park related experiences. The theoretical framework relates these elements of practices to the role of local actor networks and the role of nature parks in these networks. We argue that this provides a relevant understanding of the development of interests and potentials for locally based innovation activities in and around nature parks.

#### **Method**

Empirically the paper focuses on the Danish Nature Park Åmosen (NPÅ). NPÅ is located on Zealand and is an area of important and unique historical, natural and geological values. It consists of lakes, bogs, moraine landscapes and contains several historical sites.

The empirical research is related to the research and development project “Nye Veje i Naturpark Åmosen” (“New Paths in Nature Park Åmosen”; funded by Nordea Fonden; see <https://nordefonden.dk/nyheder/flere-gaester-til-vestsjaellands-natur-og-kulturskatte>). This project aims, among other things, to incite and support local actors within and around NPÅ to develop new experience products and services.

This paper presents the first steps in this process as it seeks to identify potentials and barriers for such development. For this, a number of qualitative exploratory interviews will be made during May and June 2019. Interviewees include landowners, service companies, voluntary organizations as well as key persons in the administrative organization of NPÅ and relevant municipal actors.

Interviews cover topics such as interviewees’ perceptions of NPÅ and the development potential surrounding it, as well as their participation in different relevant networks that may affect their interests, possibilities and

approaches to taking part in new experience developments.

### **Expected findings**

We expect the findings to provide knowledge of experience entrepreneurship practices that may exist or possibly develop in and around NPÅ and how networks can affect this development.

Further, the practical implications of this will be discussed. These practical implication will guide the research and development project onward and will be of relevance also in other Danish and foreign Nature Park contexts.

## **Musk ox safari experiences in Dovrefjell - what other aspects of the experience are important to participants, besides watching their target species?**

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Wildlife Tourism can be defined as a nature based tourism niche, based on interactions with and viewing of wild animals (Borges de Lima and Green, 2017). The niche as a whole is becoming increasingly popular, and occurs in a wide range of settings worldwide (Ayazlar, 2017). The form of wildlife tourism that has grown the most in recent years is wildlife watching tourism (Hassan and Sharma, 2017, Newsome et al., 2005, Manfredo and Fulton, 2008), defined as tourism undertaken to view and/or encounter wildlife in their natural environments (Tapper, 2006). However, this form of wildlife tourism has traditionally received less attention in the tourism literature than zoo tourism, hunting and fishing tourism (Burns, 2017). There are still a number of questions to be addressed if we are to ascertain sustainable management policies for the wildlife watching tourism industry, based upon the experiential aspects of their consumers (Curtin, 2005), including what other aspects of the experience are important to participants, in addition to encountering their target species.

During the summer of 2018, a survey was conducted among participants at musk ox safaris provided by five safari companies based in the *Dovrefjell* area in Norway, through a response card survey (n = 487) combined with an internet survey sent by e-mail (n = 217, response rate 52%). What aspects were most important to participants were investigated, using an adapted version of Mossberg (2007)s proposed factors influencing the consumer experience within the context of tourism. Participants rated their satisfaction with their musk ox encounters, other wildlife in the area, staff, other tourists, souvenirs and photos as well as the physical environment. These ratings will be compared to participants' overall satisfaction using multiple regression analysis, in order to determine what factors affected overall satisfaction the most, in addition to participant satisfaction with musk ox encounters.



# Components and value of a fishing tourism experience

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## Introduction

Fishing tourism is defined as travelling and staying outside of the fisherman's natural environment due to the pursuit of fishing and recreation (Jaakkola et al., 1990). Fishing tourism can be regarded as a consumption experience. The objective of this study is to increase understanding of the elements that generate the fishing tourism experience and make it memorable. The study also aims to find out customer value based fishing tourist segments, in order to help the tourism industries in their target marketing efforts.

The theory of consumption values by Sheth, Newman and Gross (1991) serves as theoretical framework for the study, suggesting five value components: Functional value, Social value, Emotional value, Epistemic value, and Conditional value. Findings of Komppula and Gartner (2013) in hunting tourism context suggest, togetherness as a new value dimension. Benefit segmentation was used to distinguish fishing tourists according to the sought value (Frochot & Morrison, 2000).

## Data and method

Data was collected from the Finnish recreational fishermen between the July and October 2018 by an Online survey as well as pen and paper survey at fishing tourism destinations in Finland. The analysis is based on 937 individual responses from respondents who informed to have participated to a domestic and/or foreign fishing tourism trip.

Fishing tourists' lived experience was measured by 45 original variables. The significance of each consumption value was analyzed by sum analysis. The reliability of the sum variables was overall in a very good level, except togetherness value. For the segmentation purpose, a Principal Component Analysis based on the value items was conducted, and finally, the fishermen segments were formulated with K- Means Cluster Analysis by using the regression scores.

## Findings

The most valuable individual components of fishing tourists experience were Emotional value (referring to enjoying the nature, and peace and silence related elements), Social value (referring to sharing the own fishing success in social media, sharing fishing know-how) and Epistemic value (referring to the quest for new experiences and self-development related elements).

Segmentation resulted six clusters which were significantly different from each other. For Development-oriented fishing enthusiasts (24,0 %) fishing is a hobby that represents fishing-related expertise development and the core experience is the successful usage of this knowledge. The segment consists of active catch and release fishers who don't find any extra value from additional services. Service-minded novelty seekers (21,5 %) are the most open-minded to use different kinds of guide services. This cluster's fishing tourism experience is built around networking, novelty, and development. For Occasionally fishing silence seekers (17,8 %) fishing tourism experience is connected to the usage of guide services, and shared time with friends and/or family. Fishing tourism experience of Group-focused catch seekers (15,6 %) is mainly connected to shared time with friends/relatives where the main goal is to catch fishes. Additional services are often an important part fishing trip. Subsistence fishers (N= 14,1 %) are enough satisfied when their own food table is filled with fresh, self-caught fish. This has the most negative attitude toward catch and release fishing. The core experience of Service-oriented catch keepers (N=7,0 %) is focusing on caught fishes as well as nutritional usage of them. Hence, the cluster is open-minded to use a different kind of guide services. However, even the usage of different kind of services is rather

popular, it is optional and not necessarily a part of fishing tourism trip.

## **Conclusions**

The findings of the study confirm the earlier notions of e.g. Gallarza and Gil Saura (2006) and Komppula and Gartner (2013) suggesting that in tourism, the togetherness value is crucial in the formation of tourist experience, and it should be included in the experience value dimensions. Nevertheless, the findings of this study show that togetherness value measurement must be developed. The findings suggest that there are at least two dimensions of togetherness value, depending on the travel party: family togetherness and togetherness with friends.

## Three surf tourism destinations in Norway

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Surfers began to ride waves with wooden boards in Polynesia thousands of years ago and thus, surfing is one of the oldest practiced sports. It has spread to the rest of the world, been conceived of as a 'life-style sport', and developed into tourism products and a competitive sport that will be represented in the 2020 Tokyo Olympics. Warm seas, white sandy beaches, bright sun, blues skies, and tanned and fit bodies are images connected to surfing. Worldwide, 35 million people surf.

Surfing becomes surf tourism when the surfer leaves his/her local waves to surf in other waters, and for more than 100 years, surfers have travelled to practice this nature-based sport and search for 'the perfect wave' (O'Brien and Eddie, 2013). Modern wetsuits that provide thermal protection for surfers made cold water surfing possible. This paper explores the growth of cold-water surfing and surf tourism along the Norwegian coastline. How and where did surfing start, and who were the pioneers? How and where has it developed?

Data were collected by interviews with surfers, pioneers, and from web-pages and media articles.

The Norwegian coastline with a length of 103,000 km is the second longest worldwide and offers many places with good surfing conditions. Exploring this coastline to find remote surf-able waves is a recent type of adventure tourism, and the sport itself may be characterised as an extreme sport involving an intimate dance with the energy of nature (Booth, 2013) but also with several risk elements when practiced in rough waters. Thus, surfing in Norway became a crossroad of adventure tourism, extreme sport, and recreational leisure, and surfers regard the coastlines as their playgrounds. Three main surf destinations have developed, Unstad on the North Atlantic coast of Lofoten, Hoddevik and Ervik at Stadt, and Jæren facing the North Sea. Norway Surf Association dates from 1985.

The first surfers in *Lofoten* (and Norway?) were Thor Frantzen and Hans Egil Krane who had observed surfing at Bondi Beach in Sidney. Back home, in 1963 they surfed on 'home-made' surf-boards on the beach of the old small fishing community Ustad. But surfing did not pick up in Ustad before the 1990's. In 1999, Sam Lamiroy and Spencer Hargraves made the epic surf movie E2K at Unstad beach. In 2003, a local, Thor Frantzen, established Unstad Camping which is developed into Unstad Arctic Surf. Today, they provide accommodation, cafe and restaurant, bar, surf gear rental, surf coaching, stand up paddle tours, conference facilities, private and public events, and other activities, employing 25 persons in the high season. A public support agency, Innovation Norway, has supported the development. In 2008, Kristian Breivik developed Lofoten Surfing offering locally made surfboards and equipment for sale and rent. The annual competition *Lofoten Masters* attract more than 100 domestic and international participants. The destination is popular with professional and amateurs, and has competitive business models.

The second main surf area is Hoddevik and Ervik on the *Stadt* peninsula, the westernmost part of mainland Norway. The area is sparsely populated. In weekends, surf tourists from Eastern Norway and Sweden dominate in numbers. Non-locals have developed three companies providing accommodation in old houses. Several surf schools offer courses, there is a surf shop, equipment rental service, and meals and yoga training are available. Surf courses for women only are offered. A Christian Surf Community is established, who was in charge of the 2016 Norwegian Surf Championship that attracted 50 active participants. The Nordic Ocean Watch, an organisation that

cleans the beaches and removes plastic, is a unique feature of this destination. Idealism and relaxed life style characterises this destination.

The third destination, Jæren, is a scenic coastline south of Stavanger, which offers surfing spots ranging from gentle beaches for beginners to demanding boulder rock points for more advanced surfers. In October 2017 Stavanger Surf Club hosted Eurosurf – the European championship of surfing, having HM, Crownprins Håkon as a committee member. Jæren may be the ‘epicentre’ for surfing in Norway since most leading surfers have started their careers there. It is close to densely populated areas with many local surfers living in its proximity, and they practice ‘localism’ and are not so welcoming to strangers. Nevertheless, in 2019, a local group of surfers raised a small hotel on Bore beach, else there are no dedicated surf accommodation and surf tourists must camp or stay in hotels in nearby towns. There are several surf schools and shops. The units are ‘loosely coupled’ with low focus on products and service for outsiders.

# **Senses by seasons: Tourists' perceptions depending on seasonality in popular nature destinations in Iceland**

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Seasonality in visitor arrivals is one of the greatest challenges faced by tourist destinations (Butler, 2001; Duro & Turrión-Prats 2019). Seasonality affects the optimal use of investment and infrastructure (Cooper & Hall, 2018; Getz & Nilsson, 2004), puts pressure on resources and can create negative experience of crowding at destinations (Simón, Narangajavana & Marqués, 2004; Stewart & Cole 2001). Peripheral areas commonly experience more pronounced fluctuations in visitor arrivals. Iceland is one of those destinations (Luis, Gil-Alana & Huijbens, 2018). Although the number of tourists visiting the country has multiplied in recent years, seasonality is still a major challenge, especially in the more rural peripheral areas of the country. Iceland's high season for tourism occurs during its brief summer (June to August) but in recent years more people visit the country on shorter winter trips, creating new management challenges. This research is based on an on-site questionnaire survey conducted in seven popular nature destinations in Iceland which compares the experience of summer and winter visitors.

The results show that winter visitors are more satisfied with the natural environment while their satisfaction with facilities and service is in many cases lower. The areas are generally perceived as being more beautiful and quiet in winter than in summer. However, most destinations are considered less accessible and less safe in the winter. Tourists are much less likely to experience physical crowding during winter, although winter visitors are more sensitive to crowds, most likely because of expectations of fewer tourists. Finally, this research shows that tourists are less likely to encounter negative effects of tourism on the environment in the winter, e.g. erosion or damage to rocks and vegetation, than in summer. The results highlight the importance of understanding visitor perceptions in a seasonal and temporal context.

## **TRACK 19**

### **Social media as a tool for visitor management**

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This research studies the possibilities to use social media as tool for visitor management in national parks and other protected areas. The study is conducted in cooperation with Halti Interreg project managed by Metsähallitus in Finland and Reisa Nasjonalparksenter in Norway. I combine several social media platforms to test the usability of the information compared to a traditional visitor survey.

I seek to understand how people who visit the Halti region use social media in relation to their outdoor experience and what kind of role does social media have on their outdoor experience. I will observe the research question from different aspects: constructing outdoor experiences and presenting nature in social media, and social media as a tool for visitor management.

Social media could be a cost effective and up-to date source of information for the managers of the protected areas. More research on the suitability of the tool is needed (Miller et al. 2019, Tenkanen et al.2017). Metsähallitus and Reisa Nasjonalpark conduct a large traditional visitor survey in the Halti region during summer 2019. During the same period, we collect data from social media, teleoperators and social sharing platforms such as Strava.

Comparing social media, GIS and PPGIS data with the visitor survey results, I will draw conclusions about the usability of social media as a tool for visitor management in less visited areas. Outdoor recreation research has employed social media in visitor monitoring (Tenkanen et al. 2017, Wood et al. 2013, Schägner et al. 2017) and in identifying visitor's landscape values (van Zanten et al. 2016). Several studies imply that social media is a suitable tool for visitor surveys (Campelo et al. 2016, Tenkanen et al. 2017).

In addition to comparing the results with the visitor survey (past, what has already occurred), I am also interested to know is it possible to predict the future activities and spatial distribution of these from social media data.

# Storytelling on social media – a case study of four rural tourism companies

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## Social media in Tourism

Social media have an impact on competition within the tourism industry (Leung et al 2013). The use of social media marketing in tourism is widespread abroad (Leung 2013) and in the larger organizations and tourist companies in Denmark (Visit Denmark 17, Zhang 2015). At Lolland Falster, a rural area in Denmark, the situation seems to be different. A course in SoMe Storytelling for Business in February 2019, at the local business promotion association, clearly showed that companies are challenged, when it comes to stories on social media. There is a need for knowledge. The literature contain many models, but how small and medium-sized businesses in rural areas should be storytelling is still unclear. We initiated a case study about successful performance on SoMe in four local tourism companies. Our research question was: What characterizes storytelling in the SoMe posts that get the most interaction and attention?

## Storytelling

Companies we collaborate with, indicate that it is difficult to assess, what kind of stories to bring and how to tell them. According to Lundquist (Lundquist et al. 2013) a good story creates positive associations with brands and can increase sales. Storytelling on social media can give businesses visibility and opportunity to test new tourism products (Mossberg et al 2011). It is a key area when it comes to developing tourism industry's digital information economy, because companies must create value through sharing knowledge instead of focusing on selling products (Mallawaarachchi 2018).

A case study on social media marketing in Visit Denmark (Zhang 2015) concluded, that organizations should make social platforms more attractive to customers and spend more time interacting and engaging their users. However, it remains unclear, which narrative models, smaller rural tourism companies shall be inspired by.

## Companies and case study

In order to shed light on what kind of narrative models will be successful on social media, we conducted the case study as an embedded, multicase design (Yin 2003). Four companies, Knuthenborg Safari park, The Danish Castle Centre, Western Camp and Bonbon-Land delivered data from their Facebook pages from May to July 2018. The most successful posts were identified and categorized in narrative models, to derive which models were most successful. The most successful posts were then analyzed based on an open, exploratory approach inspired by Judith Argila's research (Argila 2017).

## Main findings

A successful post includes a mix of narrative models. It might start with a classic narrative model then replaced by the AIDA model to finish in a game model. The Hollywood model, used in a well known (movie) universe, creates identification and emotional reactions in the commentary track. Successful posts speak to the customers' dreams, rather than focusing on time-limited offers. The recipient as a co-author, can be kick-started with small, very simple video sequences, and engage users to a large extent. A journalistic narrative model can activate a "give and get" mechanism resulting in user generated content about visits to the tourist businesses.

## **Principal conclusion**

Our study showed that the Hollywood model is the most widely used, often with a twist of the AIDA model and the model recipient as co-author. The AIDA model dominates in three out of four companies. It is especially the attention and call to action, that manifests itself in two different ways. The first one has a "buy-before-it's-too-late" theme, while the other speaks more to customers' dreams. Finally, new models from the gaming industry, are shown in many of the most successful posts.



## **Competition between the hotel industry and Airbnb: the case of Norway**

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Airbnb rental for the long time has not been concerned as a threat to the traditional hotel accommodation. However, recently together with the exponential growth of Airbnb rentals in all around the world, debate on whether Airbnb is a threat to the hotel accommodation is substantially growing. The two fundamental questions debated are if Airbnb and hotels are competing in the same market and if they are, in which degree Airbnb rentals substitute hotel rooms. In this paper, we try to answer these two questions by taking Johansen's approach of a vector error correction model (VECM) for cointegration test with a case study in the Norwegian market. The test results suggest the existence of cointegration between the conventional hotel price and Airbnb price, but law of one price (LOP) does not hold between them. The results suggest hotel and Airbnb rentals are competing in the same market, but there are not perfect substitution. Considering the significant growth rate of Airbnb in the world lodging market, the comparative advantage of low price, hospitality-like amenities, flexibility and unique experience, the threat of Airbnb rental to the hotel industry cannot be ignored.

# Leisure practices along Dalälven river – 2012-2018 Instagram post analysis

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## Background

Values matter as representations of what people find meaningful about nature. The nature- contribution-to-people framework highlights the importance of socio-cultural relations between people and environment, and puts forth that cultural practices (e.g. benefits) in nature can influence what people value about nature (Diaz et al, 2018; Pascual et al., 2017).

## Purpose

We use nature-contribution-to-people perspective, as a guiding framework, to recognize values ascribed to leisure practices at different sites Dalälven river based on geotagged Instagram posts. Instagram is an image based social network where people post personal pictures with captions. Captions usually describe the place where the photo was taken, activity, or the feelings the photo evokes (hashtags). Geotagged Instagram photo counts are proposed as a proxy source of revealed information regarding patterns of nature-based leisure practices along the Dalälven river, whereas assigned hashtags indicate on the users' emotions, feelings, esthetic impressions of their leisure experience.

## Process

We created an Instagram API in order to access permissible user information on preferred criteria and fetch the raw data using <InstaPy library>. Relevant tag was used for requesting server to fetch data. Raw data in JSON format was downloaded on three separate entities, comments, user information, tags and location. Only the permissible and annotated data was downloaded into the local drive (total of 28 000 posts between 2012-2018). Custom made R Script was used to convert the JSON format data into readable table format, using tidyverse, stringr and jsonlite packages. Processing of raw data resulted five distinct data tables, comments, tag locations, metadata, tag posts and user info. These data tables have unique primary and foreign keys which are post ID, userID and time stamp, and these are linked with each other bidirectionally.

## Contribution

Dalälven is a river in central Sweden and a part of the Biosphere Reserve River Landscape Dalälven. The UNESCO's Man and the Biosphere program implemented in biosphere reserves worldwide aims to protect valuable ecosystems while benefiting those who live and work in the area by promoting sustainable forms of local development, such as nature-based tourism and leisure activities. We, therefore, undertook the task to identify sites and show different leisure practices along Dalälven river (*Google Earth*) and values associated with those practices, to demonstrate how people benefit from the river ecosystems (nature-contribution-to-people perspective) through cultural activities. The project contributes to tourism and leisure research by advancing recognition of values emerging through contemporary leisure practices along rivers. We also discuss implications for nature area management to invest in the 'meaningful' leisure.

# **Sharing economy creating value in peripheral tourism destination - case Rovaniemi, Finnish Lapland**

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Tourism has become a development catalyst for promoting social and economic welfare also in many peripheral regions (Brown and Hall, 2000; Saarinen, 2010). Meanwhile, sharing economy has radically changed the concept of the tourism ecosystems (Heo, 2016; Volgger 2018). Rovaniemi in Finnish Lapland is a good example of a peripheral destination, where the growth of tourism is significant and the relative share of sharing economy is remarkable (Visit Rovaniemi, 2019). Our case study presents the current situation of sharing economy in Rovaniemi as well as value proposition practices in sharing economy based businesses. The findings of the study on their part support the sustainable and balanced growth of tourism and tourism ecosystems in peripheral regions.

The exponential growth of tourism in Lapland has caused a need for more services, especially in the accommodation sector. The traditional hospitality sector and destination management organizations have faced an unprecedented situation as the disruptive force of sharing economy has entered the field (Guttentag 2015) and seems to be able to create the value for the tourists (Camilleri and Neuhofer, 2017; Paloniemi, Jutila, Hakkarainen, 2018). Tourists are looking for authentic experiences and sharing economy seems to offer easy access to local ordinary life. Many locals have seen business potential as well as possibilities to gain new kind of experiences in organizing and offering accommodation for the tourists (eg. Huefner, 2015). There is also a growing business interest in developing different kinds of other services along with accommodation, for instance Airbnb host-services, key-services, everyday life experiences with locals and mobility services. This has led to a wide variety of actors in the field of tourism - totally new kinds of services offered by both new businesses and individual local people.

The study was carried out on the most important sharing economy based businesses in Rovaniemi in the spring 2017, in the autumn 2018 and in the spring 2019. The study shows a significant growth in the scale of the sharing economy in Rovaniemi. The value proposals for the most significant offered services and communication in the online platforms between the hosts and guests have been analysed to find out about the value creation practices in the context of the sharing economy.

Along with business potential and many opportunities, sharing economy related services have caused many legal, social and economic challenges. In order to avoid conflicts between the different stakeholders - traditional business, local residents, investors and sharing economy actors - the value creation system of sharing economy is worth understanding. It helps tourism actors to make use of the benefits and to solve the challenges of the phenomenon. This study supports the holistic wellbeing of local people, tourism businesses, destinations and tourists and enhances the balanced growth of tourism in peripheral destinations.

## **TRACK 20**

### **Tourism and Wellness: Travel for the Good of All?**

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The literature on wellness in tourism is growing at a noteworthy pace (see e.g., Erfurt-Cooper & Cooper, 2009; Smith & Puczkó, 2009, 2014, 2016; Voigt & Pforr, 2013). Most published works in this area, arguably, can be characterized by an individualistic and industry-oriented focus, emphasizing creating experiences of perceived wellbeing for tourist consumers, typically within an ‘alternative health’ context while extending into explorations of spa and medical tourism. Indeed, most extant research in this area tends to foreground issues like product development, consumer demand and changing lifestyles, service opportunities and outcomes, and management practices. To some degree, they also seek to contextualize the rise of interest in individual ‘wellness’ within historical and contemporary cultural contexts (see e.g., Foley, 2016).

This presentation extends this literature by examining the nexus of tourism and wellness from broader interdisciplinary, critically informed, and social justice perspectives. Outside the field of tourism studies, the plurality of ways wellness (and its collateral term, wellbeing) is conceptualized has allowed for a richness of thought to develop around this idea, with discussion spanning disciplinary boundaries from philosophy to psychology to sociology and beyond. While western-centric perspectives and a focus on individuality still reigns supreme (Angner, 2010), we find resources in the literature beyond our field that are useful for considering wellbeing from more collective, relational, and ecosystem approaches (e.g., Albrecht, 2005; Summers et al., 2012; Wilkinson & Pickett, 2009; Völker, & Kistemann, 2011). By drawing this literature into understandings of tourism and wellness, we situate questions of wellbeing, health, and equity within the scaffolds of critical tourism studies (Ateljevic, Pritchard, & Morgan, 2012) and contribute to understandings of tourism as a social and world-making force (Higgins-Desbiolles, 2006; Hollinshead, 2007). Notions of power and politics, space and place, reflexivity and relationships, values and affect, inequality and equity emerge as crucial yet under studied facets of wellness in tourism. In our presentation, we illuminate these themes using two case studies: one, an annual music festival in Canada where wellness collides with constructions and performances of “home”; and, two, captive-elephant volunteer tourism experiences in Thailand where tourists encounter and unpack the complexities of what and who is at stake when caring for animal others.

## **From mass tourism to mindful tourism. From “homo idiots” to “homo spiritualis”.**

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### **Introduction**

The current era of tourism rests on mass tourism, which involves travellers—*Homo Turisticus*—being driven by the pursuit of pleasure. Travellers migrate to various places. While some travellers go to the same resort at the same time every year, some travellers search for the most diverse places on the planet. While some are attracted by the package deal catered for by one company like TUI group taking care of flights, activities, and accommodation, other are intrigued by the independency.

Regardless the place or the mode of travelling, tourists tend to brag about the sand, sea, and sun—particularly during the summer time.

The one who brags, the *Homo Turisticus* (e.g. Berger et al., 2007) may be described as a man that abides to mass tourism or even “idiotic” tourism. Such tourists, “idiots” refer—in Ancient Greek—to those private persons, who are interested in their own affairs and act according to their own self-interest. Such tourists do not care for the shared resources provided by Earth—land, water, and air, but rather behave in the opposite way. These tourists perceive shared resources as global commons; they take them for granted and perceive them to be freely available (e.g. Hardin, 1968). In a failure to recognize the need to preserve these resources, the resources of these commons have become depleted. The tragedy is that the Earth suffers from polluted land, water and air (e.g. Guo & Lu, 2019). Tourism cannot be distinguished from economy or ecology. Together, when managed in a wise way, tourism, economy and ecology can do wonders. Yet, if not managed in a reasonable way, the consequences are destruction and violence against the shared resources (Girard, 2009). Indeed, examples of destructive and violent tourism are plethora. In Marseilles—one of the biggest cities in France—the biggest CO<sub>2</sub> pollution comes not from cars’ emissions, but from cruise ships’ motors, which are kept on at the ships anchor at the port of Marseilles, while the tourists do their shopping in the city.

Evidently, the tourism industry, like any other industry or economic activity mostly revolves around the drive for economic growth. However, due to the growing threat to the Earth, our environment—land, water, and air—people are increasingly demanding that more responsible actions be taken. There is an increasing awareness of the consequences of destruction and violence—like mindless consumption—and a need for greater consciousness—also within tourism. Yet, tourism is a double-edged activity as it is at once, one of the world's largest industries with a global economic contribution and one of its biggest polluting industry. This conceptual paper builds on the idea of the tragedy of the commons by Hardin (1968) and the theories of violence by Girard (2009). Based on that, this study puts forward the idea of mindful tourism and *homo spiritualis*. This implies that tourism industry deserves to build on awareness and consciousness of the “free gift” of what we have with the shared commons—the Earth and its land, water, and air. This type of tourism requires travellers to be attentive to everything in order to not to instrumentalize land, water, and air. Indeed, governments and local people support mass tourism as it generates income for local areas, yet mindful tourism should have self-forgetfulness as a model, not imposing destructive and violence to the environment through any means, but instead contributing to the common good.

## Perceived risk after terror attacks

### A cross-sectional and longitudinal study of risk perceptions among tourists

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Experimental research on the effects of various types of terror attacks on risk perceptions predicts that terror risk perceptions will increase when *organized* terror hits a destination with a *low* base rate of terror attacks. It also predicts that risk perceptions will *not* increase when terrorism is *unorganized* or hits a destination with a *high* base rate of terror attacks (Wolff & Larsen, 2017).

In the present investigation cross-sectional, longitudinal data on perceived terrorism risk ( $N > 19.000$ ) collected between 2004 and 2018 among tourists to Norway are being compared to objective data on type and frequency of terror attacks at various destinations (Global terrorism index 2018). This comparison seems to yield results that are in line with findings from experimental risk research. After several years of constant and low terror risk perceptions, perceived risk increased markedly in 2016 for various destinations in Europe that had been hit by a wave of organized terrorism that year. For Turkey, which is consistently perceived as a high-risk destination, increases in perceived risk, however less marked ones, were observed after an attempted coup d'état in 2016. In 2018 terror risk perceptions declined to the level of previous years for all regions, as did fatalities and injuries caused by terrorism in these destinations. Findings illustrate two points: First, tourists' risk perceptions are sensitive to changes in terror frequency. Second, changes in perceived risk following terror attacks are in line with predictions from experimental research on the effect of different types of terror.

## **Partigraphy: A new methodical approach in tourism research**

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A qualified beginning to sensuous concerns in tourism research dates back to 1994 when two Finnish researchers published a reflexive paper titled 'The Body in Tourism' (Veijola & Jokinen, 1994). Notably ahead of its time, the paper critiqued the absence of the body in tourism. Not the 'body' as an abstract or discursive subject or 'text', but the carnal and sensing body. Since then a growing body of tourism research has engaged in issues related to embodiment and the role of the sensuous. For example, researchers have studied multisensory tourist experiences (Crouch & Desforges, 2003; Edensor & Falconer, 2011; Scarles, 2010) while others have acknowledged the embodiment of tourism through disabled and physically challenged tourists (Andrews, 2005; Richards, Pritchard & Morgan, 2010).

And yet, while these studies have contributed greatly with new insights in tourism research, it seems that a tiny, yet severely influential non-human actor has been left largely unnoticed: the particle. This is paradoxical given that all human activities unfold in 'geographies of particles'. However, it is becoming increasingly clear how climate change and the environmental effects of the anthropocene influence the production, distribution and re- organisation of particles on both local and global scales. Subsequently, it takes little effort to imagine the wide- ranging practical and political implications of particulate matters such as bacteria and viruses, allergens, dust debris, animal dander, air pollution, toxics, smog and transport emissions influence on the embodied experience of tourism.

This presentation sheds light on a new ethnographic approach for critical scholarship on embodiment and biopolitical concerns in tourism: *Partigraphy*. As a combination of the words particle and ethnography, partigraphy seeks to critically and creatively study the implications of particulate matters on the everyday experiences of tourists, and more generally, on issues related to the staging of the global tourism industry in relation to particles. To push forward this new mode of inquiry, this presentation presents four analytical avenues that will help guide future partigraphy in tourism studies.

## **TRACK 21**

### **Spending Patterns Among Bicycle Tourists in the South Baltic Area**

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This paper is based on a survey with 2130 respondents from five regions in three countries: Pomerania and West Pomerania of northern Poland, Mecklenburg-Vorpommern in the north east of Germany, the Danish island of Bornholm and southern parts of mainland Denmark. Across the five destinations (regions or provinces), spending was about 69 EUR per person per night for overnight cyclists, about 13 EUR for same day cyclists, and about 50 EUR overall per person per night (or per day for same cycle excursionists). For overnight and same day recreational cyclists under one, 38% was spent on accommodation, 32% on food, activities 9%, local products 6%, bicycle rental 3%, transport 7%, other products or services 5%. –

In a simple regression analysis, spending is 13 EUR per day for those who don't stay any nights away. Spending is additionally 56 EUR for those staying overnight, i.e. 69 EUR in total per night for those staying at least one night away. - Out of the 56 EUR extra for the overnight cyclists about half, some 28 EUR goes to accommodation, while the rest goes to more spending on food and other products. Same day cyclists spend relatively much on renting a bicycle for the day's cycle excursion.

In a multiple regression analysis, incidentally with only categorical variables to explain total spending per person per night, the starting point is 14.63 EUR, i.e. spending per day for cycling same day excursionists. Those who stay on the cycle trip overnight spend 44.50 more per night per person, part of which is for the accommodation, and part of it for other spending items. Those who stay at hotels spend additionally 31.81 EUR per person per night. Cyclists from other countries spend 8.82 EUR per person per night than domestic cyclists. Those who ride an electric bicycle spend 11.54 EUR more. Those who don't use any other means of transport than bicycle spend 8.42 less. Those who get their information and advice from family and friends spend 6.46 less. Those who rented a bicycle spend 6.40 EUR more. Those who use a brochure as one of their sources of information spend 5.72 EUR more. Finally, those who use a tour operator spend 11.77 EUR more per person per day.

Additional factors affecting spending per person per overnight: The larger the group, the less spending per night per person: -0.73 EUR per person, for example 7.30 less per person, in a group of 10 persons. Elder spend more per person per night than younger. Spending is 0.13 EUR higher per year of the respondent.

Among the overnight cyclists some factors are positively correlated with spending per person per night: For domestic recreational cyclists, from the further away they come, measured in km driving, the more they spend per night. International overnight cyclists spend more per night than domestic overnight cyclists. Those who attach great importance to accommodation spend more (on accommodation and) in total per person per night.

Implications of the findings are discussed.



# **Destination value de-construction dimensions— on-line information that makes tourists say “no thank you, not that destination”**

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## **Introduction**

Destination branding entails understanding that travellers' destination choices depend on the perceptions travellers' have of destinations. Such perceptions are effected by various issues, one being travellers' information sourcing, which represents one of the initial steps in most travellers' decision-making processes (e.g. Molina & Esteban, 2006). Information sources might be internal or external. Internal sources include travellers' personal experiences and knowledge retrieved from memory, perhaps about a particular or similar destination (e.g. Kozak & Kozak 2008). External information sources include destination-specific literature, the Internet, TV-shows, and travel consultants, for example (e.g. Björk & Kauppinen-Räsänen, 2015; Kozak & Kozak, 2008). External sources also include experiences shared by family and friends, but also unfamiliar travellers, who share their viewpoints of destinations on social media, forexample.

Destination marketers, who for prompt actions, must continuously follow what is communicated about the destination. One current challenge is the communication occurring on social media channels. Indeed, such shared content may be destination or tourism company driven, but it may also be traveller-generated. Hence, particularly traveller-generated content—right or wrong—may effect travellers' decisions. Mostly, destination marketers fear fake and negative information, and such shared experiences that harm perceived destination image, as that may slowly gnaw on acquired destination brand equity and market position.

While previous research has documented the importance of social media for tourism destination marketing (e.g. Björk & Kauppinen-Räsänen, 2015), more research is needed on the effect of social media on travellers' choice of destination, for example. In particular, studies focusing on such online communication that adversely affects travellers' destination choices, are still few.

The purpose of this study is to explore pre-decision information sourcing and particularly to identify destination value de-construction dimensions. To do so, the study takes on a broad perspective and investigates (1) why travellers search for information, (2) what type of information they searched for, (3) which information sources are used, (4) which social media sources are used, and (5) what type of information or content affects adversely on their destination choice. Hence, travellers' information sourcing behaviour and their use of different SOME channels are reported and information dimensions with a bearing on destination choices are scrutinized. Finally, explanations to deviations in information use are sought among demographic and travel behaviour variables.

## **Research methodology**

The study is based on a quantitative research approach and a structured self-completion questionnaire. Data is based on 237 respondents representing Finnish travellers. Data was

collected at the annual tourism fair in Helsinki, Finland. The questionnaire has three sections (1) background information (demographic variables, travel behaviour data), (2) pre-decision information sourcing behaviour (what information, why, and which information sources), and (3) SOME channels in use and on-line information that make travellers say “no thank you, not that destination”. A Likert-scale type was used in sections two and three of the questionnaire and the respondents were asked to either tick; not at all, sometimes, often or always. The scales used in the first section were of nominal and ordinal type. The questionnaire was in two languages Finnish and Swedish and took approximately 10 minutes to complete.

The data was analysed using IBM SPSS statistics 23. Calculated average values indicate how important different information dimensions are for the respondents. For a more detailed analysis, this study benefits from t-tests and Analysis of Variances.

### **Main findings**

The findings reveal that the main reason to search for information before deciding on the destination is to gain information about the price level, to avoid surprises and disappointments, to compare various destinations, and to gain information about various hotels. The findings also show that travellers search for information about the flight schedules, prices, tour operators, and experiences shared by other travellers as well as potentially needed vaccinations. Such information is searched for both in external and internal sources. When it comes to Internet and SOME channels, travellers tend to search for information before the destination is decided upon from destinations’ websites, TripAdvisor, different blogs, Facebook and Instagram. For destination value de- construction dimensions, the findings indicate that other travellers’ comments and experiences on crime, poor restaurants, other travellers’ poor behaviour, limited activities, and unfriendly behaviour of local inhabitants, adversely affects destination choice.

### **Conclusions**

One of the main conclusions is that the of fear and negative information held by destination marketers is justified. Indeed, such type of information may harm destination image. Negative information may prevent first time visitors and it may slowly harm destination image held by repeat visitors. Indeed, destructive traveller-generated content may gnaw on destination brand equity, whereby destinations’ need strategies for managing negative content and negative perceptions. Furthermore, for destination development the findings clearly indicate that there are two main categories of value de-construction dimensions, one category consisting of dimensions in the control (at least to some extent) of the tourism sector, and one not. This gives reason to further emphasize the importance of collaborative destination development approaches.

# Experiential decision choice. An example from food propositions in an attraction park

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## Purpose of the research and structure of the paper

The main approach of this paper is that there are two parties in tourism experiential decision choices, the supplier – tourism firms, and the buyers – the tourists, and the two parties' choice do not always correspond. Tourist firms do not provide experiences, but only stimuli that may give tourists an experience (Sundbo and Sørensen 2013). The approach is that each of these two parties make their own choice. Tourist firms try to satisfy the demand and provide experiences that tourists want. However, the tourism firms can not be sure of which experiences the tourists form – that depends on the tourists' mental awareness towards experiences, earlier experiences, values and general Interest Regimes (Sundbo and Sundbo 2018). The tourist firm can only deliver experience propositions (cf. the theory of service value proposition, Skålen et al. 2015).

We will illustrate the choice differences between the two parties by examples from food experiences in an attraction. First we will discuss tourists' decisions from their value systems and interests. Most often tourists behave in groups (e.g. families) whose members have different experience preferences. The groups' wishes and behavior become a negotiation process where group structure, power relations etc. play a role. Next we will describe how this attraction chooses experience propositions: The single experiences and the total experience of visiting the attraction. Further, how they decide which experience proposition to offer and their observations of the guests' reactions on the experience propositions.

## Concepts

To understand the basis for tourist firms' and tourists' experience decision choice we apply three relevant concepts. To create experience propositions, firms use *experience design* of touch points, customer journey, service delivery, physical spatial design and social encounters. Tourists' experiences can be explained by their *values* and *Interest Regimes* (Sundbo and Sundbo 2018). The latter is a specific version of an interest field, for example, within the food field, healthy food or New Nordic Cuisine, within sport, Mountain Biking or football.

## Method

The case is Summerland Zealand in Denmark, which is a family amusement park in Odsherred in Zealand, Denmark. They have many fast food restaurants. They have recently established a café style local food restaurant. Further, they have a picnic area with a grill. The study in Summerland Zealand had the purpose 1) to investigate the background for and the smartness of the decision of establishing the local food restaurant, given that it should increase guest satisfaction and turnover, 2) to investigate the guests' decisions concerning choice of food in the park. The following methods and data collections were used in the study: The owner and manager were interviewed several times. The researchers (authors of this chapter) participated in interactive meetings with the owner and managers. Documentary material about the park and the strategy was collected. A survey to guests in local food restaurant and a burger bar was

carried out in 2016. The intention was to describe the guests' social characteristics and their motives for buying food in the local food restaurant and a burger bar, their knowledge of the food as local and their opinion about it. Further, we asked about their general food and food-price preferences. The interviewer was instructed to select guests randomly thus different age, gender and group size were represented. The researchers and the interviewers in the survey made observations and informal interviews with selected guests. In 2017 were qualitative interviews carried out with guests.

## **Results**

The case study revealed that the guests have different values and Interest Regimes and that the choice of place to eat often is a result of a decision negotiation in a group, for example a family.

Summerland Zealand successively made decision choices that led to they has three kinds of food propositions, each addressing different customer segments and customer food Interest Regimes: One for those that are for quick and fat-rich fast food, one for those who are for a healthy, gastronomic café style and one for those that are on social get together picnic.

The managements' decision of experience propositions is based on how the propositions contribute to profitability, PR and guest satisfaction. In this case the management's decision choice of meal propositions to some degree, but not completely, led to the guests realized the intended experiences. Tourist firms can come closer to a fit between intended and realized experience by knowing more about their customers' Interest Regimes and set of values.

# Changes in Seasonality in Icelandic Tourism

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Iceland has in the last few years experienced a massive increase in the number of tourists visiting the country. Tourism is now the most important export industry of the country and has overtaken both the aluminium industry and the fishing industry that was until recently the most important industry in Iceland. In 2018 the percentage of foreign exchange from the tourism industry was 39% (Statistics Iceland, 2019b).

Iceland has traditionally been a nature and a summer destination with high seasonality. It has long been the aim of the Icelandic government to create a full time industry as widely in the country as possible by decreasing seasonality everywhere and distributing visitors more evenly. (Ministry of transport, 1996) This is reiterated in a policy paper of The Ministry of Industries and Innovation and The Icelandic Travel Industry Association from 2015 (The Ministry of Industries and Innovation and The Icelandic Travel Industry Association, 2015).

For the whole country to benefit optimally from this new industry it is important to know both where the tourists go and when they visit. As 97% of all tourists arrive by air through Keflavík airport Iceland is in a special position to know how many tourists come to the country, when they come and how long they stay. Tourists are counted when leaving the country so good information is available about the number of tourists and when they visit (Icelandic Tourist Board, 2019).

The aim of this study is to trace where the visitors go once they are in Iceland. To measure that the authors have since 2009 set up a network of electronic counters at typical nature destinations all around the country. This is possible partly because most of the tourists come to see natural spots that are usually accessed by one access road. The methods have been described in an article and will not be discussed here (Þórhallsdóttir and Ólafsson, 2017). Now series of data are beginning to accumulate, which allows conclusions to be made about whether the aim of the authorities and the industry is being reached. In the talk this data will be presented. It shows how tourists distribute around the country, the seasonality at the main destinations, how this compares with the data about visitors to Iceland and how this has changed recently. The number of tourists at selected tourist destinations is compared with the number of tourists going through Keflavík airport to find which destinations they visit. The seasonality, the distribution over the year, is found by computing the Gini coefficient for departures from Keflavík airport, as well as for these selected destinations. That shows whether the change in seasonality in visitors to the country is reflected in change in the seasonal distribution at the destinations.

The seasonality at the destinations is also compared to the overnight stay data collected by Statistics Iceland (Statistics Iceland, 2019a) to see if the tourists are overnighing in the area they are visiting or for example overnighing in Reykjavík and taking day tours from there.

Results show that the seasonality in the number of tourists visiting Iceland has diminished very significantly during the last ten years. This is reflected at the tourist destinations in South Iceland, the Golden Circle and the South Coast route to Jökulsárlón. However this is not the case in North Iceland, Mývatn for example is popular in the summer but still experiences large seasonality.

Now the almost phenomenal increase in tourist numbers seems to have stabilized and indications are that it might even decrease after one of the main Icelandic airlines became bankrupt. There are also indications that environmental concerns might change travel patterns. It is therefore important to record the behaviour of guests and how it changes.

## **Collaborative destination marketing – to join resources for improved competitiveness**

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Destination competitiveness is to stand out, to be attractive, and to facilitate value creation. Tourist are to be offered satisfying memorable experiences, local residents enhanced well-being, and the tourist firms a possibility to do good business (Ritchie & Crouch, 2003). Existing research on destination competitiveness and marketing has primarily focused on intra-destination collaborations (Vogt, Jordan, Grewe & Kruger, 2016; Croes & Semrad, 2018), how to engage and involve stakeholders (d'Angella & Go, 2009) and the roles of DMOs (Elbe, Hallén & Axelsson 2009). Less studied is inter- destination joint marketing activities, here defined as collaborative destination marketing (Wang, Hutchinson, Okumus & Naipaul, 2013).

Preconditions for formation of destination marketing alliances (Wang & Fesenmaier, 2007), the roles of DMOs/CVB in coordinating joint destination marketing activities (Wang, 2007), and opportunities to use Web 2.0 for inter-destination collaboration has been studied (Stabler, Papatheodorou & Sinclair, 2010). Still not in the interest of tourism research is the “cross-road” when the DMOs have to decide to continue with intra-destination activities only or also invest in collaborative destination marketing. Based on network (Bengtsson & Kock, 2000) and destination marketing theories (Wang & Krakover, 2008) and by applying a resource-based view (Barney, 1991) on destination marketing, this study aims at exploring practices for collaborative destination marketing, which is empirically supported by data from a cross-country destination marketing initiative.

Two destinations in Westrobothnia (Sweden) and five destinations in Ostrobothnia (Finland) intend to coordinate resources for the purpose of joint destination development and marketing. The initiative “Destination Kvarken” has been presented as a concept and a brand platform to elaborate on, but simultaneously another, more moderate strategy, balancing full scale collaboration with inter-destination cooperation, has been introduced. The competing approach is framed as “Kvarken destinations”, which postulates competitiveness true a mix of intra- and inter-destination development. At this “cross-road”, DMOs have to make a decision, which strategy to choose. Based on in-depth personal interviews with representatives for the seven DMOs, this paper sorts out factors influencing choice of strategy, practices taken for inter-destination development and marketing, and drivers and barriers for collaborative destination marketing. For better performance, improved destination competitiveness, and sustainability for the region’s economy at large, Wang, et al., (2013) ask for more studies on mechanisms and practices that enable win-win solutions among destinations in collaborative settings.

# **Employee motivation and satisfaction practices – a case from Iceland**

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Tourism in Iceland has grown massively, in terms of arrivals and revenue in the past few years and is now one of the largest sectors of employment in the country. In such a fast moving industry it is necessary for companies to secure employee satisfaction and motivation in order to influence staff turnover and customer satisfaction. The aim of this research is to improve understanding of what practices and tools are in place that drive job motivation and satisfaction amongst front-desk employees at Icelandic hotels, and what role HRM plays to ensure that. Semi-structured interviews were conducted both with managers and front-desk employees at four different hotels in Iceland, belonging to the same hotel chain.

Findings suggest that there is a great need for improvement when it comes to employee motivation and satisfaction practises. No universal approach or system is in place from the HRM department to ensure and improve front-desk job satisfaction or job motivation. The practices that are already applied are developed mostly by hotel management, and differ among hotels within the hotel chain. The HRM department also seems to be somewhat distant from the everyday running of the hotels, since neither managers nor front-desk employees have knowledge or understanding of the department's role and barely feel its presence.

## **TRACK 22**

### **Regional Tourism and Cluster Initiatives: Reflections on a failed Horse based Initiative in Northwest Iceland from the Perspective of Innovation Ecosystems**

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#### **Introduction**

In the Northwest Iceland Regional Tourism is very much based on horse related activities. In Iceland this region has the highest number of horses, per capita (Sigurdardottir & Helgadottir, 2015), and there is a variety of horse related services and entertainment activities that have been developed in the area. Usually the businesses are small. Yet many of the horse based businesses that are in operation have a number of complementary business units that relate to agriculture and breeding on the one hand and tourism on the other hand. Northwest Iceland is perhaps the region in Iceland that is in front when it comes to a working cluster of horse related activities (Sigurdardottir and Steinthorsson, 2018).

#### **A failed Horse based Cluster Initiative in Northwest Iceland**

In 2009 there were 23 owners and operators of horse related businesses that came together and established a joint rural development effort named “Hýruspor”. The formation was enabled and made possible through a regional development program, that had a cluster development focus. It was possible for promising projects to get a financial support from the program if the stakeholders started a formal collaboration. “Hýruspor” was successful in getting funding, but the effort turned out to be short lived and did not reach its goals to strengthen the horse industry and the horse related image of the region. In a recent study (Sigurdardottir and Steinthorsson, 2017) we looked at what factors could explain the downfall of effort “Hýruspor”? Based on open-ended interviews with seven founders of the effort were, the study revealed that one of the main reasons for starting the initiative was the possibility of getting some funds to start the project. Lack of fostering common conditions for the effort and lack of important resources including support from leading stakeholders did restrict further development. Vested interests lead to disunity within the group. The project did not deliver an expected quick gain and came short in providing leadership and facilitation that was needed.

#### **Reflections on the Initiative Hýruspor from the perspective of Innovation Ecosystems**

Is it possible to learn further from the failure of the cluster initiative Hýruspor by considering what was done and not done in the project from the perspective of Innovation Ecosystems. In this research project the data from the research project on Hýruspor is studied further from a system level considering the needs of different stakeholders, the demand for the services, the supply of resources and related complementary actors and not least the characteristics of the environment in Northwest Iceland regarding the conditions for providing intermediary activities aimed at supporting the horse based tourism and business activities in the region.



# **The Icelandic Tourism Cluster Initiative and studies on the Tourism Cluster in Iceland: Illustrations through a cluster map**

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## **Introduction**

Ten years ago Iceland was badly hit by the International Financial Crisis. The financial system in Iceland collapsed and many industries in Iceland suffered. Almost all the banks in Iceland were bankrupt and new banks had to be established based on the remains of the failed banks. Companies had to be restored, new investments and initiatives were needed to unfreeze the standstill that characterized many of the industries. One type of initiatives that were introduced in Iceland after the crash were cluster initiatives in different sectors.

## **Cluster Initiatives in Iceland**

The Cluster Initiatives that were introduced in Iceland in the aftermath of the financial crisis were mainly in the field of geothermal energy, ocean related industries, tourism and aluminium production. Actually the recent growth in tourism in Iceland has had a big role in the fast recovery of the Icelandic economy after the crash. The Icelandic Tourism Cluster initiative was established in 2015 and many members joined the initiative. The role of the initiative is to contribute to the value creation and competitiveness of tourism in Iceland, mainly by enabling cooperation and innovation in the sector, as well as by helping to develop the quality and the infrastructure needed for tourism in Iceland. The characteristics of the development of cluster activities in Iceland in general and the tourism in particular are very much in line with recommendations in the cluster literature (Ketels & Memedovic, 2008, Gunnlaugsdottir & Steinthorsson, 2017).

## **Studies on the Tourism Cluster in Iceland**

In the last 12 years the author of this abstract has been responsible for a M.Sc. course on the Microeconomics of Competitiveness in Iceland. The course is offered at the School of Business, University of Iceland, and close to 500 students have completed the course. A part of the course requirements is for a group of 5-6 students to undertake a comprehensive cluster analysis. It is up to the students to choose what cluster to study. Not surprisingly Tourism Cluster in Iceland has been a popular undertaking among the students. When The Icelandic Tourism Cluster Initiative was established one way of expressing the cluster was through a particular cluster map. In the cluster studies mentioned above the students were requested to draw up a cluster map. Based on an unpublished study on cluster maps as a tool by the author, this project compares the cluster map issued by The Icelandic Tourism Cluster with the cluster maps that have been put forward in the Studies on the Tourism Cluster in Iceland by the study groups. The purpose of this project is first to reflect on how to develop an analytical model of cluster maps, second to discuss the number of examples of graphical illustrations that have been developed to illustrate the Tourism Cluster in Iceland, and compare the cluster maps based on similarities and differences of the illustrations.

# **Co-operation bringing added value to the development of customer experience – an international tourism destination as a case study**

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## **Overview to the current situation**

In recent years, the growth of tourism in Lapland has been strong. Santa Claus Village on the Arctic Circle has quickly grown from a day-to-day destination to an international, year round tourism destination. Every year, half a million tourists visit Santa Claus Village, with a capacity of around one thousand beds, and a collective turnover of about EUR 40 million (Jänkälä 2019; Nikander 2019). With increasing numbers of tourists and changing customer needs, producing an unforgettable customer experience required more and more expertise and joint action.

Interaction and the quality of the encounter affect what kind of experience a customer has in a service situation. In addition to the consumer, the customer can be viewed as another entity, another company or stakeholders. Companies that recognize and know the needs of the community can also better meet customer needs. Positive customer experience increases sales and strengthens customer loyalty. (Fischer & Vainio 2014.) In its report to the Finnish Institute of Occupational Health, Repo, Ravantti and Pääkkönen (2015, 2) state that resources related to personnel, its know-how, spirit and customer relationships have a greater impact on the company's results than on improving the use of machinery, equipment or premises. The real competitive advantage is created by the internal quality of the company, the functioning of the interaction and the ability of people to face each other genuinely and respectfully. (Fischer & Vainio 2014). For the development of both business and well-being at work, it is important to strengthen the opportunities for community members to develop ways of interaction and encounters (Repo et al.2015).

## **Defining the aim of the study**

In this study we discuss about the development of shared customer experience for Santa Claus Village done together with twenty micro- and small and medium size tourism and hospitality services businesses operating in the Santa Claus Village that share a common location and a customer. The aim of the development work is to strengthen the region's competitiveness and the creation of a unified customer experience by promoting the well-being of its employees, providing training to develop a common customer experience and creating situations for collaboration. The development is done by combining theory based lessons and hands on service design workshop into applied research. For example, the wellbeing of entrepreneurs and their employees has been monitored and actions taken based on results as well as the employee experience has been monitored in order to develop both employee and customer experience

## **TRACK 23A**

### **Organizational culture in hospitality industry: case of HI hostels in Iceland**

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Organizational culture is built-up from various aspects, for example, unified values and beliefs, employees' perceptions, attitudes, communication patterns and behavior. Strong organizational culture has shown to be crucial in the context of performance, where behavioral characteristics and cultural dimensions have close links to performance. The aim of this paper is firstly to identify characteristics of organizational culture of Farfuglar SES, franchisee for Hosteling International in Iceland. Secondly comparing the cultural profile and total cultural index of Farfuglar to other organizations, in different industries and sectors in Iceland. Findings presented in this paper are based on pre-existing data collected from 2007 to 2018, where a questionnaire based on the Denison model was used to measure organizational culture. Forty-four organizations in different industries and sectors in Iceland participated (n=4,070), including Farfuglar the only organization within the hospitality and tourism sector (n=30).

The results indicate that Farfuglar have a strong culture with a cultural index score of 73/100, that is similar to the score of other privately owned organizations (score 72/100) regardless of industries but significantly higher than organizations within the public sector (score 64/100). When comparing cultural profile of Farfuglar to organizations, regardless of sector and industries, their score stands out when it comes to customer focus dimension, scoring above 96% of other organizations in the database and in team orientation dimension, scoring above 92% of organizations in the database. Comparisons also reveal that Farfuglar are lacking in mission dimension scoring lower than 75% of organizations in the database. These findings raise the question why the cultural profiles are so different between organizations in different industries and if those results are transferable to other organizations within the hospitality industry.

# **Tourism and hospitality supply chain management**

## **Supply chain practices: A review of hotel Dwarika's and Kathmandu travels and tour**

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Throughout the years, hoteliers in Nepal has been attempting to realize what are the vital approaches to stand out and gain an upper hand in the tourism business, both locally and globally. However, simply couples of hoteliers work to challenge the genuine, testing work environment and gain prosperity. The mushrooming of more up to date luxury property, thoughts of Air B&B, the entrance of multinational chain hotels and travel agency has weight both for the hotels and entire travel industry in Nepal to change the promoting plans and diminish the existing market share. This paper adapts and illustrates supply chain practices based on the concept of supply chain management. The study rests on studying hotel Dwarika's and Kathmandu Travels and Tour. The traditional supply chain practices and extreme dependence on an international travel market for business worsen the situation in developing countries like Nepal. In Nepal, a few stakeholders have recognized the requirements of 21 century's visitors and effectively create value. They have understood that today the visitor is winding up logically capable and continuously aware of their arranging clout, visitors are impressively more prepared than in the past to mastermind costs and other trade terms with associations. Supply chain rehearses which are fruitful in different businesses are the only way that helps to maintain the status quo. This paper highlights the important trait of a successful hospitality partner. This study review how an effective supply chain practice and a good selection of hospitality partners give a milestone to become an amazing visionary company even in a competitive market environment. Furthermore, the study is of an attempt to understand the supply chain behavior is crucial in developing countries like Nepal. The study is a qualitative and is guided by grounded theories and there are grounds for improvements for further researchers.

## **Promoting tourism using food: the case of VisitDenmark**

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Food-related tourism marketing and development efforts have been ongoing throughout Europe for some time. Such efforts have been pursued in areas with rich and well-known gastronomic heritage such as Lyon in France (e.g. Harrington and Ottenbacher, 2010) and Italy (e.g. Corigliano, 2002), and in areas where gastronomic heritage is less well-known such as Scotland (e.g. Boyne et al., 2002) and Denmark (e.g. Blichfeldt and Halkier, 2013).

VisitDenmark currently has positioned food as one of its seven theme stories (VisitDenmark, 2019a) to appeal to tourists and potential tourists, particularly in international markets (VisitDenmark, 2018). Recent research findings published by VisitDenmark have shown that for all of the major inbound markets (Germany, Norway, Sweden and Holland) food is an important draw factor (VisitDenmark, 2019b).

Authenticity is important for consumers in general (Gilmore and Pine, 2007) and also in tourism settings (Tressider, 2014) because many consumers seek meaningful experiences that connect them with the ‘real world’. Gastronomy is an example of one such vehicle that can allow tourists to connect with cultures, as Tressider (2014, p. 99) described in a more general tourism context.

From general marketing principles we know that products and services should match consumers’ expectations (Kotler and Armstrong, 2018, p. 31). In the food-related tourism context it follows that if a product or dish is claimed to be authentic, then the consumer should conclude their experience with some degree of confidence that they have indeed experienced something that is authentic.

Our previous analysis of the VisitDenmark website (Boyne and Gyimóthy, 2013) found that within Denmark - the more peripheral regions (North, East, South And West Jutland, Bornholm and South and West Zealand) appear to have the greatest ability to build their marketing claims on authentic food products and dishes. Building upon this previous research, in this paper we adopt an interpretive approach to examine how VisitDenmark is using food and cuisine as part of their destination promotions for Jutland, Bornholm and South and West Zealand. Our analysis is guided by Hughes’ (1995) authenticity- related conceptualisation of an early (1970s) food-related tourism promotion, the *Taste of Scotland* initiative, and also by Miele and Murdoch’s (2002) examination of food-related consumer aesthetics wherein demand focuses on the geographical and historical typicality of foods and dining experiences. A key theme in our analysis is to investigate the balance that VisitDenmark strikes between authentic and constructed claims for food typicality.

The research addresses the issue of how destination countries and regions that do not have a strong gastronomic heritage can effectively employ food-related tourism promotions. The findings will be useful not only for Danish tourism marketing but also for other countries and regions with similar characteristics that wish to promote tourism using food-related themes.

The conference themes addressed by this paper relate to ways in which industry, local communities, policy makers and other stakeholders can find a balance between economic development and

environmental strain. Specifically, food-related tourism can assist in creating networks of food suppliers/producers/caterers/retailers and move us toward more sustainable and locally-based modes of production and consumption (see e.g. Sims, 2009). Additionally, food and gastronomy are key attractions for the proximate inbound markets of Germany, Norway, Sweden and Holland thus - in the Danish case - encouraging tourism that does not involve lengthy travel for visitors.

# **Destination marketing in North Iceland: Collective destination marketing and synchronisation amongst the tourism companies in North Iceland**

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## **Introduction**

Destination Management Organizations (DMOs) have an important role in the management and marketing of destinations and one of their most essential roles is to coordinate and engage the stakeholders into collaboration in order to project a unified brand image of the destination (Bornhorst et al, 2010). The region of North Iceland has been developing rapidly as a destination in recent years, thanks to many development projects, increase in international flights to the local airport in Akureyri, increase in visitation and positive coverage in the media. Destination marketing is an essential part of this development and Visit North Iceland the regional DMO has an important role to play in the process. The DMO recently secured funding for a marketing research for the destination. The research began in October 2018 and is being conducted by the Icelandic Tourism Research Centre and Hólar University College. The study, which is divided into three parts focuses on the marketing of the tourism companies in the region in relation to the marketing image and emphasis of Visit North Iceland and on the travel behaviour and destination experience of the target groups in the area. The focus of this presentation will solely be on the first part of the research, which relates to the marketing of the tourism companies in North Iceland.

## **Objectives**

The main objective is to gather marketing related data from the tourism companies in North Iceland to unveil the status of synchronisation of the collective marketing messages for the region as well as to uncover various details about the companies' marketing methods, their products and their customers. The data also helps Visit North Iceland in their knowledge of the marketing endeavour of individual companies in their region, which is vital information when the aim is to achieve a collective consensus in the destination marketing of the region. Furthermore, the data helps the DMO in making more focused and enlightened decisions for future marketing and development strategies.

## **Data and methods**

The data collection was in the form of an online survey. In February 2019, 344 tourism companies in North Iceland received an email with an online questionnaire. The survey was open for a month and the overall response rate was 50%. The data was analysed using the SPSS statistics software.

Preliminary findings suggest that majority of the tourism companies feel that the marketing messages that Visit North Iceland promotes fit well with the destination and harmonize well with the companies' marketing emphasis. Further analysis will uncover in more detail how the companies are marketing themselves and whether there are any differences depending on various factors, such as location, type of company and other factors. This research furthermore contributes to the field of destination management in a sense that this study attempts to look into the synchronisation of the destination marketing of North Iceland putting the theories to the test from a practitioner point of view.

# **How can tourist experiences be understood from a sociocultural perspective?**

## **A conceptual review**

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The purpose of this article is to conduct a conceptual review on how tourist experiences can be understood from a sociocultural perspective using consumer culture theory (CCT) as an interpretive lens. Experiential consumption is one of the key topics in CCT research and the focus is on how consumers consume experiences. We argue that most of the research on tourist experiences is preoccupied with psychological/individualistic perspective which can be criticized for its dualist (person-world), cognitive-rational and information processing views. Hence, we suggest that research on tourist experiences should be based on socio-cultural perspective which is concerned with the cultural meanings, socio- historic influences, and social dynamics that shape a consumption community and perceive a consumer as a neo-tribe member. Our discussion is based on a review of major articles within CCT relying on a five criteria framework; (1) who is a consumer? (2) what is view of the consumer experiences? (3) what are the central concepts? (4) method, and (5) key contributions. Based on our findings, we contribute to identify two main perspectives of consumer experiences within CCT. One is ‘micro-social perspective’ and other is ‘cultural perspective’. The review suggests that tourist experience is about how meaning is created and constituted by a mixed configuration of social and cultural meaning and that the concept of identity becomes central; either as socially constructed through symbolic meaning or as (re)adjusted by belonging to cultural group or subgroup(s) through cultural meaning. We discuss how CCT research provides focus onto tourists’ neo-tribal belonging that first and foremost are influenced by society's regime conventions. Since symbolic meaning belongs to the cultural context rather than to the individual context, and since culture is constantly changing, so are the individuals. It is also discussed how an inspiration from CCT research can offer contributions to extend the understanding of tourists’ movements in time and space between different experience arenas both in an ontological and epistemological sense.



## **TRACK 23B**

### **Creating localness- The role of local in gastro experiences for the development of gastro identity**

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#### **Purpose**

In this study, we are concerned with the role of commercial local gastro experiences and the development of gastro experience and identity. Often such experiences are connected to what we call local traditions (expectations and motivations of what kind of food to experience when and in what contextual settings). But how can gastro experiences be developed and promoted as local, when there are no local traditions or similar motivations to connect them with? To answer this, we study the consumption of food in a place-bound staged environment where any kind of semiotic elements (discursive as well as physical) affects sensorics. Analysing the joint commodity of consuming certain foods at certain places in certain moments with certain narratives, we pose the question how to develop local gastro experiences in order to create a regional development of gastro experience, in a place with no discernible gastro tradition or identity.

#### **Method/approach**

The study has an inductive qualitative approach. Differing cases of food experiences have been studied in three regions spanning two different countries, together making up an area known as Greater Copenhagen. The empirical data have been obtained through an initial definition of selection criteria of experiences including 1) that venues should in some sense be local, 2) food be either a primary or secondary part of the experience, and 3) both permanent and temporary experience offerings should be analysed. This was followed by a general mapping of local food experiences in the Greater Copenhagen area. The individual experience venues have been studied primarily through participant observation, but this has been supplemented by interviews with the suppliers of the food experiences as well as with customers. The empirical data have subsequently been analysed to discern patterns of what made for an attractive food experience, how they are linked to localness and authenticity, and how this can contribute to creating a regional gastro identity and experience.

#### **Findings**

In the absence of local food traditions, the localness of food experiences is constructed through a complex interplay between sensory elements and a semiotic system of narrative elements drawing on a variety of sources of authenticity. This semiotic system either can make sense or be violated when added to the sensory. We call this semio-sensorics. Through the strategic use of certain interplays between the two systems, a sense of locality can be built and localness can thereby be created in the individual gastro experience. The local gastro food experiences can then be classified into several types according to the way this localness is expressed. This has allowed the gastro experience entrepreneurs to create localness in food, in an area with few to none local food traditions (still) exist. So in essence a semiotic system of narratives is created by the entrepreneurs. This, in turn, has been utilised by local tourismactors, although

these strategic organs have not created a strong differentiated local or regional gastro identity, which gastro experiences can draw upon in their efforts of creating localness.

### **Theoretical implications**

This study has been done within the field of gastro experiences. However, the way localness is created through a semio-sensoric system despite the absence of local traditions can have similarities in other touristic experience fields. Thus, a localness could be created in other areas of tourist experiences with no such local traditions, for example within architecture, art or music. In such cases, the interplay between sensoric and semiotic elements is key when using a semio-sensoric system to render these experiences local.

### **Practical implications**

In many cases studied, there was a dilemma between on one hand creating a regional gastro identity with original authenticity allowing other gastro and tourism businesses to profit from it, and on the other hand that a unique gastro experience drawing on exceptional authenticity – as well as more ordinary gastro offerings – is more immediately profitable. The individual businesses must find the right balance between focusing on immediate profits and building a regional gastro identity.

### **Research limitations**

This study only covers a limited geographical area and only certain gastro experiences have been selected for study. Also, the focus has not been on overall regional initiatives, but rather on individual gastro experiences (bottom up perspective).

# Hosts' listing descriptions and guest reviews of Airbnb in Copenhagen

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This paper applies several different quantitative techniques for analysing and comparing the words and phrases used by hosts for describing their listings in Copenhagen and by guests when reviewing their stays. The words and phrases used in the listing descriptions and the reviews, respectively, are first analysed separately. Following this, the frequency of words used (1) by hosts in their listing descriptions and (2) by guests in their reviews is compared and contrasted. About 90 of the 100 most frequently occurring words are defined as dummy (0-1) variables in two separate data sets, one with the listing descriptions, and a second with the reviews. A major destination such as Denmark's capital city of Copenhagen consists of several different districts such as Nørrebro, Vesterbro, Frederiksberg and Østerbro. Correlations between these districts and all the other words in the listings-dataset makes it possible to develop indicative images of these different parts of Copenhagen. Thus both Nørrebro and Vesterbro are hip and trendy and located the heart of the city. Frederiksberg is highly associated with the metro and terms like beautiful, garden, lovely and quiet. Østerbro is associated with bright and large (m<sup>2</sup>) apartments, and the neighbourhood.

Factor analysis and/or cluster analysis can be used to form groups of closely associated words. An exploratory factor analysis suggests 37 groups of about 90 different words both in the word-dataset of the hosts listings descriptions and incidentally the same for word-dataset of the guest reviews. Using cluster analysis to form 37 groups of words gives somewhat different word constellations. With two word-datasets and two different grouping techniques obviously the analysis becomes somewhat time consuming. All groupings of words in the two word-datasets and according to the two techniques are meaningful. However, in cluster analysis the first cluster tends to be "heavy" with many variables (words) whereas in factor analysis the words are more evenly distributed between groups. In cluster analysis of the words in the reviews, as many as 14 groups consist of only one word, which just two groups in the factor analysis of the same data set consists of only one word.

Only one review out of almost 350,000 contains the maximum of 20 different of the top 93 words in the review data set among the first 20 words used. It is possible to write typical and meaningful descriptions of listings using the 89 most commonly used English words, and the same goes for the review, using the 93 most commonly used English words. Across the two word-datasets, 136 different words appear, of which 46 words appear in both data sets. Hosts can chose to use or abstain from using words and phrases frequently used by other hosts at their destination. Hosts can also chose to take notice of more or less positive reviews of their own and other hosts accommodation. Negative Airbnb reviews are either not written at all or at least hardly ever published.

## Sources of distrust: Airbnb guests' perspectives

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The present study explores the sources of distrust in the Airbnb context. The study focuses on Airbnb customers' negative reviews posted in English on the TrustPilot website. The search for posts employed the keyword 'trust' to find online narratives by customers who had negative experiences of trust with Airbnb. Out of the 2,733 online reviews screened, the study concentrated on 216 negative reviews. The data analysis followed the grounded-theory approach, resulting in two themes reflecting the sources of distrust: Airbnb's poor customer service and hosts' unpleasant behaviour.

Of the 216 negative reviews posted, 194 were related to poor customer service, which provoked distrust of toward Airbnb. After experiencing a service failure, customers usually complain to the service provider to mitigate their stress and to protect themselves. In this context, many Airbnb guests adopted this strategy by contacting the company's customer-service department; however, Airbnb's inadequate responses and poor interactions with customers indicates a low level of benevolence from the customer-service personnel towards its customers. In addition, 22 negative review posts emphasised hosts' unpleasant behaviour as the cause of their distrust of toward the Airbnb host. Hosts' unpleasant behaviour (e.g. not treating guests with respect, last minute cancellation of reservations by hosts, lying and lack of honesty) can be linked to integrity distrust, which is a trustor's (the Airbnb guest) belief that the trustee (the Airbnb host) has failed to uphold a good-faith agreement to provide a promised service, through trustee dishonesty or cheating the trustor out of services (McKnight, Choudhury, & Kacmar, 2002). Some of the posted reviews mentioned the host's lack of communication and maliciously withholding information related to the booking, causing guests to further question the host's integrity and competence in using the Airbnb website. The literature has recognised the importance of communication, especially when it is timely, as an effective approach to remove mutual suspicion and unify expectation and to subsequently facilitate trust (Yousafzai, Pallister, & Foxall, 2005). Overall, Airbnb's poor customer service generated distrust of the company (institution-based trust) and host's unpleasant behaviour resulted in a disposition of trust (distrust of the host).

From a managerial perspective, first, Airbnb should invest more resources to minimise its customers' negative experiences of trust by clearly defining the hosts' responsibilities. Second, hosts should engage in active communication with guests, such as clarifying facts related to the booking and disclosing updated information about the condition of the apartment in the pre-trip booking process, online and face-to-face. Positive online and offline communication may help develop trust between the host and the guest. The host's online information, such as profiles, pictures of themselves and their accommodations should be credible. This demonstrates hosts' integrity and competence as well as benevolence during the booking process and helps build trust between the host and the guest. Third, hosts should focus on being well-mannered when welcoming guests to their rentals. In other words, hosts should treat guests in a friendly manner, including resolving any problems they face in relation to the accommodation. This signifies the assertion of the host's willingness to assume relevant responsibility. Fourth, given that benevolence plays a vital role in the development of distrust (Kim, Dirks, Cooper, & Ferrin, 2006), when customers report their complaints, they should be addressed with prompt apologies by the company's customer-service department, which may lead to a favourable

impression that Airbnb is problem-solving oriented. Fifth, after an exposure of service failure, the willingness to provide financial compensation to remedy to a certain extent what has occurred (e.g., loss and suffering), which can be in the form of refunds and premium packages could be a good trust-repair measure to neutralise the distrust Airbnb guests feel towards the company, which may further lead to service recovery, consumer forgiveness, rebuilding of overall consumer trust and greater satisfaction. Sixth, Airbnb should focus on training customer service personnel to upgrade their skills and abilities in relation to complainthandling.