

Inaugural International Conference on Tourism & Leisure Studies

The Sustainability of Tourism and Leisure

22-23 APRIL 2016 | UNIVERSITY OF HAWAII AT MANOA | HONOLULU, USA
TOURISMANDLEISURESTUDIES.COM



Inaugural International Conference on Tourism & Leisure Studies

“The Sustainability of Tourism and Leisure”

University of Hawaii at Manoa | Honolulu, USA | 22-23 April 2016



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Designed by Ebony Jackson

Cover image by Phillip Kalantzis-Cope



Dear Tourism & Leisure Studies Delegates,

Welcome to Honolulu and to the Inaugural Tourism & Leisure Studies Conference.

Founded in 2015, the Tourism & Leisure Studies Knowledge Community—its conference, journal, and book imprint—was created to explore the social, economic, cultural, and organizational aspects of tourism and leisure. Dr. Amareswar Galla was appointed as the inaugural Editor of the *Journal on Tourism and Leisure Studies*, and we are honored to be working with our Knowledge Community Partners, the International Institute for the Inclusive Museum (iiiM) and the Institute of Sustainable Tourism and Economic Development (Tides). In 2017, the conference will travel to Vancouver, Canada to be hosted at the University of British Columbia-Robson Square, 6-7 April 2017.

Conferences can be ephemeral spaces. We talk, learn, get inspired, but these conversations fade with time. This Knowledge Community supports a range of publishing modes in order to capture these conversations and formalize them as knowledge artifacts. We encourage you to submit your research to the *Journal of Tourism and Leisure Studies*. We also encourage you to submit a book proposal to the Tourism & Leisure Studies Imprint.

In partnership with our Editors and Community Partners, the Tourism & Leisure Studies Knowledge Community is curated by Common Ground Publishing. Founded in 1984, Common Ground Publishing is committed to building new kinds of knowledge communities, innovative in their media and forward thinking in their messages. Common Ground Publishing takes some of the pivotal challenges of our time and builds knowledge communities which cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations. Common Ground Publishing is a meeting place for people, ideas, and dialogue. However, the strength of ideas does not come from finding common denominators. Rather, the power and resilience of these ideas is that they are presented and tested in a shared space where differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. These are the kinds of vigorous and sympathetic academic milieus in which the most productive deliberations about the future can be held. We strive to create places of intellectual interaction and imagination that our future deserves.

I want to thank our Community Partners—the International Institute for the Inclusive Museum (iiiM) and the Institute of Sustainable Tourism and Economic Development (Tides)—and my Tourism & Leisure Studies Knowledge Community colleagues—Rachael Arcario and Jessica Wienhold-Brokish—who have put such a significant amount of work into this conference.

We wish you all the best for this conference, and we hope it will provide you every opportunity for dialogue with colleagues from around the corner and around the globe.

Yours sincerely,

Homer Stavelly, PhD
Common Ground Publishing



Our Mission

Common Ground Publishing aims to enable all people to participate in creating collaborative knowledge and to share that knowledge with the greater world. Through our academic conferences, peer-reviewed journals and books, and innovative software, we build transformative knowledge communities and provide platforms for meaningful interactions across diverse media.

Our Message

Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground identifies some of the pivotal ideas and challenges of our time and builds knowledge communities that cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of the humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations. Common Ground is a meeting place for these conversations, shared spaces in which differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. We strive to create the places of intellectual interaction and imagination that our future deserves.

Our Media

Common Ground creates and supports knowledge communities through a number of mechanisms and media. Annual conferences are held around the world to connect the global (the international delegates) with the local (academics, practitioners, and community leaders from the host community). Conference sessions include as many ways of speaking as possible to encourage each and every participant to engage, interact, and contribute. The journals and book imprint offer fully-refereed academic outlets for formalized knowledge, developed through innovative approaches to the processes of submission, peer review, and production. The knowledge community also maintains an online presence—through presentations on our YouTube channel, monthly email newsletters, as well as Facebook and Twitter feeds. And Common Ground's own software, **Scholar**, offers a path-breaking platform for online discussions and networking, as well as for creating, reviewing, and disseminating text and multi-media works.

Tourism & Leisure Studies Knowledge Community

*Exploring the social, economic,
cultural, and organizational aspects
of tourism and leisure*



Tourism & Leisure Studies | Knowledge Community

The Tourism & Leisure Studies Knowledge Community offers an interdisciplinary forum for the discussion of the economic, cultural, and organizational aspects of tourism and leisure. The community interacts through an innovative, annual face-to-face conference, as well as a peer reviewed journal and book imprint.

Conference

The conference is built upon four key principles: internationalism, interdisciplinarity, inclusiveness, and interaction. Conference delegates include leaders in the field, as well as emerging scholars and practitioners, who travel to the conference from all corners of the globe and represent a broad range of disciplinary and thematic and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

Publishing

The Tourism & Leisure Studies Knowledge Community enables members to publish through two media. First, community members can enter a process of journal publication that is grounded in traditional scholarly publishing practices of peer review, but which is more responsive and inclusive—a result of the constructive nature of the conference presentation and peer review process. The *Journal of Tourism and Leisure Studies* provides a framework for double-blind peer review, enabling authors to publish into an academic journal of the highest standard. The second publication medium is through the book imprint, Tourism & Leisure Studies, publishing cutting edge books in print and electronic formats. Publication proposal and manuscript submissions are welcome.

Community

The Tourism & Leisure Studies Knowledge Community offers several opportunities for ongoing communication among its members. Any member may upload video presentations based on scholarly work to the community YouTube channel. Monthly email newsletters contain updates on conference and publishing activities as well as broader news of interest. Join the conversations on Facebook and Twitter. Or explore our social media platform, **Scholar**.



Community Partners

International Institute for the Inclusive Museum (iiiM)



The International Institute for the Inclusive Museum (iiiM) is a not-for-profit that subsumes the Pacific Asia Observatory for Cultural Diversity in Human Development established in 2004 as part of the Action Plan of the UNESCO Universal Declaration on Cultural Diversity (2001). It brings together clusters of research and capacity building institutions along with arts, museums, heritage and environmental agencies across the world. The criteria for participation includes demonstrated commitment to the ICOM Code of Ethics (2004); ICOM Cultural Diversity Charter (2010); and the Soft and Hard Law Instruments of UNESCO.

Networking all over the world and with active engagement through social media, the iiiM platform enhances constructive exchanges across knowledge communities and promotes state of the art online research, learning, and teaching systems. A strategic partner with the prestigious Common Ground Publishing, iiiM is driven by UN Sustainable Development Goals as defined in Transforming Our World - the 2030 Agenda for Sustainable Development.

Institute of Sustainable Tourism and Economic Development (Tides)



The Institute of Sustainable Tourism and Economic Development, Tides, which belongs to the University of Las Palmas de Gran Canaria (ULPGC), is a research institute that includes 70 researchers whose objectives are to undertake research in tourism of excellence, generating and disseminating scientific knowledge to be integrated in the international networks of tourism of excellence. The institute also provides education, training, and awareness for the improvement of tourism development, and it applies the resulting knowledge towards the improvement of economic, social, and environmental tourism in diverse destinations. The Tides Institute is in charge of research in tourism at ULPGC and has contributed to the university ranking now in fourth position among the different research centres in Europe for scientific productivity on tourism; second position in the world, shared with other universities, for scientific productivity on marketing and management for destinations; fourth position at a worldwide level for scientific productivity in research on brand and image; and first position in Iberoamerica in scientific productivity in hospitality*.

The Tides Institute holds the one and the only UNESCO chair in the world on tourism and sustainable development with collaborating projects in eighteen countries in Africa and Latin America.

* Park, K., Phillips, W.J., Canter, D. y Abbott, J. (2011) "Hospitality and Tourism Research Rankings by Author, University, and Country using Six Major Journals: The First Decade of the New Millennium" *Journal of Hospitality and Tourism Research*, 35 (3): 381-416.



How are broader social, economic, and political forces transforming our understandings of “tourism”?

Theme 1: Changing Dimensions of Contemporary Tourism

- Changing concepts of holiday and vacation
- The idea and practice of hospitality
- Notions of place and space in tourism
- Tourism facilities: innovations in parks, heritage sites, galleries, museums
- Changing concepts of the hotel and the resort
- Informal and semiformal accommodation markets
- Internet sharing schemes
- Developments in transport for tourism: land, sea, air
- Environmental tourism: rural, remote, landscape, park, and eco tourism
- Cultural tourism: indigenous, heritage, historical, architectural, food, and arts tourism
- Demographically defined tourism: children, youth, family, retirement, disability, gender, LGBT tourism
- Task-oriented tourism: educational, health, event-linked, religious, business, convention, conference, and tradeshow tourism
- Seasonal tourism
- Emerging tourism markets
- Tourism information and e-tourism in the era of ubiquitous online devices

How are broader social, economic, and political forces transforming our understandings of “leisure”?

Theme 2: Changing Dimensions of Contemporary Leisure

- The concept of ‘recreation’
- Work-life balance
- Volunteerism as a form of leisure or work
- Inequalities in access to leisure time and facilities
- Leisure facilities, practices, and markets
- Participant and observer sports as leisure activities
- Leisure at home: games, entertainment, cuisine, gardening, hobbies
- Social media as a leisure space
- Virtual tourism
- Arts as leisure



What are the definitional boundaries and dependencies of “tourism” and “leisure,” and how do they shape their industries?

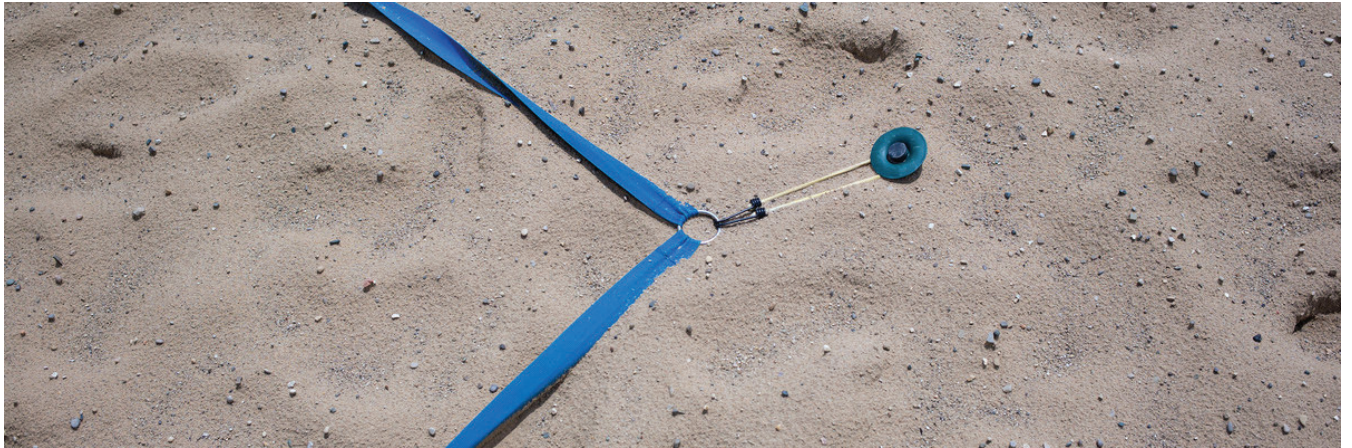
Theme 3: Tourism and Leisure Industries

- Developing leisure and tourism products
- The economics of tourism and leisure
- Leisure and tourism planning
- Leisure and tourism product development
- Managing in leisure and tourism industries
- Marketing leisure and tourism
- Location, service, and product identity and branding
- Leisure and tourism on the web
- Evaluation and measurement of leisure and tourism activities and industries
- Public information, attraction, and support services
- Travel and leisure journalism and writing
- Education and training for the tourism and leisure industries

What are our tools of critique?

Theme 4: Critical Issues in Tourism and Leisure Studies

- Sustainable tourism and leisure
- Culturally-sensitive tourism and leisure
- Disability access in tourism and leisure
- Gender equity in leisure and tourism
- Tourism and leisure in local communities
- Globalization of tourism and leisure
- New technologies in tourism and leisure
- e-Tourism and e-leisure



The Sustainability of Tourism and Leisure

On one hand: are “sustainability” and “tourism” mutually exclusive concepts and practices? How do we balance the economic sustainability of local or national tourism industries with principles of ecological and cultural sustainability? On the other: leisure time is being squeezed by the demands of worklife and digital media is destabilizing the once clear division of work from play. How do these forces demand a shift in how we understand the concept and practice of leisure? In these times of unprecedented social, economic, and environmental change, the conference will attempt to map an agenda that addresses fundamental questions about the spaces and practices of leisure and tourism and explore sustainable courses of action for the leisure and tourism industries.



Tourism & Leisure Studies | Scope and Concerns

The Tourism & Leisure Studies Knowledge Community explores two key phenomena of contemporary times, each of which is currently undergoing striking processes of transformation.

Leisure is a domain of relative freedom and pleasure positioned in contrast to the necessities and duties of paid or domestic work. All human societies have modulated work with leisure, moments of dutiful exertion with moments of recreational pleasure. Today, the nature and place of leisure activities are undergoing transformations influenced by changing social norms, economic realities, and mediating technologies. What is the nature of these socio-historical changes? How can the study of leisure, as a bounded domain of investigation and as grounded site for the exploration of more general social phenomena, provide a unique insight into the nature of these socio-historical changes?

Whereas leisure is a universal in all societies, tourism is a principally modern phenomenon. Tourism is the social practice of travel, primarily for the purposes of leisure. Although affluent minorities undertook limited tourism before modern times, mass tourism is a phenomenon that began in the mid-nineteenth century with the affordable railway ticket. Today, more than one billion tourists travel each year, and their spending represents a significant and growing sector in the world economy. This is also a time of dramatic change in modes and markets for tourism. This affects questions of economics, management, and employment in the burgeoning tourism and leisure industries. Critical social and ethical issues accompany this transformation, including questions of sustainability, cultural interaction, local impacts, and variable access to opportunities to tour.



About

The Tourism & Leisure Studies Knowledge Community is dedicated to the concept of independent, peer-led groups of scholars, researchers, and practitioners working together to build bodies of knowledge related to topics of critical importance to society at large. Focusing on the intersection of academia and social impact, the Tourism & Leisure Studies Knowledge Community brings an interdisciplinary, international perspective to discussions of new developments in the field, including research, practice, policy, and teaching.

Membership Benefits

As a Tourism & Leisure Studies Knowledge Community member you have access to a broad range of tools and resources to use in your own work:

- Digital subscription to the *Journal of Tourism and Leisure Studies* for one year.
- Digital subscription to the book imprint for one year.
- One article publication per year (pending peer review).
- Participation as a reviewer in the peer review process, with the opportunity to be listed as an Associate Editor after reviewing three or more articles.
- Subscription to the community e-newsletter, providing access to news and announcements for and from the knowledge community.
- Option to add a video presentation to the community YouTube channel.
- Free access to the **Scholar** social knowledge platform, including:
 - ◊ Personal profile and publication portfolio page
 - ◊ Ability to interact and form communities with peers away from the clutter and commercialism of other social media
 - ◊ Optional feeds to Facebook and Twitter
 - ◊ Complimentary use of **Scholar** in your classes—for class interactions in its Community space, multimodal student writing in its Creator space, and managing student peer review, assessment, and sharing of published work



[www.facebook.com/
TourismAndLeisureStudies](http://www.facebook.com/TourismAndLeisureStudies)

@tourism_leisure

#ICTLS16

Present and Participate in the Conference

You have already begun your engagement in the community by attending the conference, presenting your work, and interacting face-to-face with other members. We hope this experience provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects, as well as the start of a conversation with community colleagues that will continue well into the future.

Publish Journal Articles or Books

We encourage you to submit an article for review and possible publication in the journal. In this way, you may share the finished outcome of your presentation with other participants and members of the community. As a member of the community, you will also be invited to review others' work and contribute to the development of the community knowledge base as an Associate Editor. As part of your active membership in the community, you also have online access to the complete works (current and previous volumes) of the journal and to the book imprint. We also invite you to consider submitting a proposal for the book imprint.

Engage through Social Media

There are several ways to connect and network with community colleagues:



Email Newsletters: Published monthly, these contain information on the conference and publishing, along with news of interest to the community. Contribute news or links with a subject line 'Email Newsletter Suggestion' to support@tourismandleisurestudies.com.



Scholar: Common Ground's path-breaking platform that connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.



Facebook: Comment on current news, view photos from the conference, and take advantage of special benefits for community members at: <http://www.facebook.com/TourismAndLeisureStudies>.



Twitter: Follow the community @tourism_leisure and talk about the conference with #ICTLS16.



YouTube Channel: View online presentations or contribute your own at <http://commongroundpublishing.com/support/uploading-your-presentation-to-youtube>.



Tourism & Leisure Studies | Advisory Board

The principal role of the Advisory Board is to drive the overall intellectual direction of the Tourism & Leisure Studies Knowledge Community and to consult on our foundational themes as they evolve along with the currents of the field. Board members are invited to attend the annual conference and provide important insights on conference development, including suggestions for speakers, venues, and special themes. We also encourage board members to submit articles for publication consideration to the *Journal of Tourism and Leisure Studies* as well as proposals or completed manuscripts to the Tourism & Leisure Studies Book Imprint.

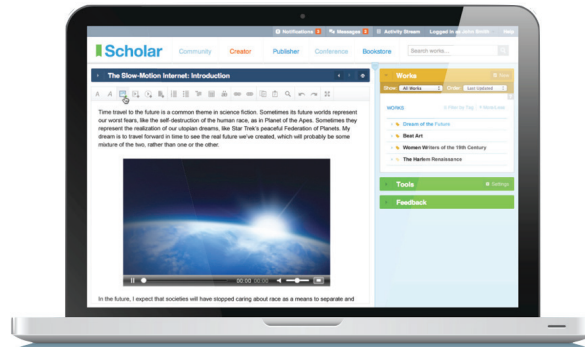
We are grateful for the continued service and support of the following world-class scholars and practitioners.

- **Claudia Bell**, University of Auckland, Auckland, NZ
- **Nimit Chowdhary**, Indian Institute of Tourism and Travel Management, Mahalgaon Gwalior, India
- **Chris Cooper**, Oxford Brookes University, Oxford, UK
- **Raj Chintaram**, African Network for Policy, Research & Advocacy for Sustainability, Port Louis, Mauritius
- **Amareswar Galla**, International Institute for the Inclusive Museum, Hyderabad, India and Sydney, Australia
- **Sergio Moreno Gil**, Institute of Sustainable Tourism and Economic Development (Tides), University of Las Palmas de Gran Canaria, Las Palmas, Spain
- **Vanessa Gowreesunkar**, University of Technology Mauritius, La Tour Koenig, Mauritius



A Social Knowledge Platform

Create Your Academic Profile and Connect to Peers



Developed by our brilliant Common Ground software team, **Scholar** connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.

Utilize Your Free Scholar Membership Today through

- Building your *academic profile* and list of published works.
- Joining a community with a *thematic or disciplinary focus*.
- Establishing a new knowledge community *relevant to your field*.
- Creating *new academic work* in our innovative publishing space.
- Building a *peer review network* around your work or courses.

Scholar Quick Start Guide

1. Navigate to <http://cgscholar.com>. Select [**Sign Up**] below 'Create an Account'.
2. Enter a "**blip**" (a very brief one-sentence description of yourself).
3. Click on the "**Find and join communities**" link located under the YOUR COMMUNITIES heading (On the left hand navigation bar).
4. Search for a community to join or create your own.

Scholar Next Steps – Build Your Academic Profile

- **About:** Include information about yourself, including a linked CV in the top, dark blue bar.
- **Interests:** Create searchable information so others with similar interests can locate you.
- **Peers:** Invite others to connect as a peer and keep up with their work.
- **Shares:** Make your page a comprehensive portfolio of your work by adding publications in the Shares area - be these full text copies of works in cases where you have permission, or a link to a bookstore, library or publisher listing. If you choose Common Ground's hybrid open access option, you may post the final version of your work here, available to anyone on the web if you select the 'make my site public' option.
- **Image:** Add a photograph of yourself to this page; hover over the avatar and click the pencil/edit icon to select.
- **Publisher:** All Common Ground community members have free access to our peer review space for their courses. Here they can arrange for students to write multimodal essays or reports in the Creator space (including image, video, audio, dataset or any other file), manage student peer review, co-ordinate assessments, and share students' works by publishing them to the Community space.





A Digital Learning Platform

Use **Scholar** to Support Your Teaching

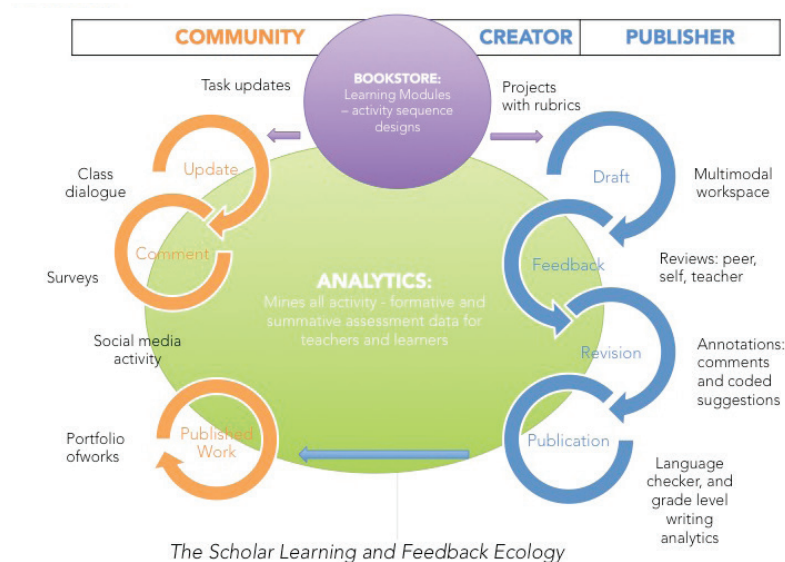
Scholar is a social knowledge platform that *transforms the patterns of interaction in learning by putting students first*, positioning them as knowledge producers instead of passive knowledge consumers. **Scholar** provides scaffolding to encourage making and sharing knowledge drawing from multiple sources rather than memorizing knowledge that has been presented to them.

Scholar also answers one of the most fundamental questions students and instructors have of their performance, “How am I doing?” Typical modes of assessment often answer this question either too late to matter or in a way that is not clear or comprehensive enough to meaningfully contribute to better performance.

A collaborative research and development project between Common Ground and the College of Education at the University of Illinois, **Scholar** contains a knowledge community space, a multimedia web writing space, a formative assessment environment that facilitates peer review, and a dashboard with aggregated machine and human formative and summative writing assessment data.

The following **Scholar** features are only available to Common Ground Knowledge Community members as part of their membership. Please email us at support@cgscholar.com if you would like the complimentary educator account that comes with participation in a Common Ground conference.

- Create projects for groups of students, involving draft, peer review, revision, and publication.
- Publish student works to each student’s personal portfolio space, accessible through the web for class discussion.
- Create and distribute surveys.
- Evaluate student work using a variety of measures in the assessment dashboard.

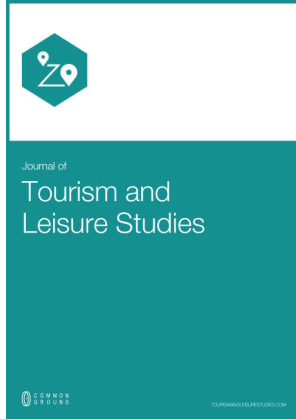


Scholar is a generation beyond learning management systems. It is what we term a *Digital Learning Platform*—it transforms learning by engaging students in powerfully horizontal “social knowledge” relationships. **For more information, visit:** <http://knowledge.cgscholar.com>.



Tourism & Leisure Studies Journal

*Aiming to be a definitive resource
on emerging trends in tourism and
leisure, with a focus on economic,
cultural, and organizational change*



About

The *Journal of Tourism and Leisure Studies* provides an international and interdisciplinary forum for scholarly studies in tourism and leisure studies. Articles may be focused within disciplinary boundaries, however, many also take an interdisciplinary approach, at times necessarily so given the complex and expansive nature of the questions raised.

The *Journal of Tourism and Leisure Studies* is peer-reviewed, supported by rigorous processes of criterion-referenced article ranking and qualitative commentary, ensuring that only intellectual work of the greatest substance and highest significance is published.

Editor



Amareswar Galla, Executive Director, International Institute for the Inclusive Museum, Hyderabad, India, and Sydney, Australia

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ijk.cgpublisher.com

Associate Editors

Articles published in the *Journal of Tourism and Leisure Studies* are peer reviewed by scholars who are active members of the Tourism & Leisure Studies Knowledge Community. Reviewers may be conference delegates, fellow submitters to the journal, or scholars who have volunteered to review papers (and have been screened by Common Ground's editorial team). This engagement with the knowledge community, as well as Common Ground's synergistic and criterion-based evaluation system, distinguishes the peer review process from journals that have a more top-down approach to refereeing. Reviewers are assigned to papers based on their academic interests and scholarly expertise. In recognition of the valuable feedback and publication recommendations that they provide, reviewers are acknowledged as Associate Editors in the volume that includes the paper(s) they reviewed. Thus, in addition to the *Journal of Tourism and Leisure Studies*' Editors and Advisory Board, the Associate Editors contribute significantly to the overall editorial quality and content of the journal.



Journal Submission Process and Timeline

Below, please find step-by-step instructions on the journal article submission process:

1. Submit a conference presentation proposal.
2. Once your conference presentation proposal has been accepted, you may submit your article by clicking the “Add a Paper” button on the right side of your proposal page. You may upload your article anytime between the first and the final submission deadlines. (See dates below)
3. Once your article is received, it is verified against template and submission requirements. If your article satisfies these requirements, your identity and contact details are then removed, and the article is matched to two appropriate referees and sent for review. You can view the status of your article at any time by logging into your CGPublisher account at www.CGPublisher.com.
4. When both referee reports are uploaded, and after the referees’ identities have been removed, you will be notified by email and provided with a link to view the reports.
5. If your article has been accepted, you will be asked to accept the Publishing Agreement and submit a final copy of your article. If your paper is accepted with revisions, you will be required to submit a change note with your final submission, explaining how you revised your article in light of the referees’ comments. If your article is rejected, you may resubmit it once, with a detailed change note, for review by new referees.
6. Once we have received the final submission of your article, which was accepted or accepted with revisions, our Publishing Department will give your article a final review. This final review will verify that you have complied with the Chicago Manual of Style (16th edition), and will check any edits you have made while considering the feedback of your referees. After this review has been satisfactorily completed, your paper will be typeset and a proof will be sent to you for approval before publication.
7. Individual articles may be published “Web First” with a full citation. Full issues follow at regular, quarterly intervals. All issues are published 4 times per volume (except the annual review, which is published once per volume).

Submission Timeline

You may submit your article for publication to the journal at any time throughout the year. The rolling submission deadlines are as follows:

- Submission Round 1 – 15 January
- Submission Round 2 – 15 April
- Submission Round 3 – 15 July
- Submission Round 4 (final) – 15 October

Note: If your article is submitted after the final deadline for the volume, it will be considered for the following year’s volume. The sooner you submit, the sooner your article will begin the peer review process. Also, because we publish “Web First,” early submission means that your article may be published with a full citation as soon as it is ready, even if that is before the full issue is published.





Hybrid Open Access

All Common Ground Journals are Hybrid Open Access. Hybrid Open Access is an option increasingly offered by both university presses and well-known commercial publishers.

Hybrid Open Access means some articles are available only to subscribers, while others are made available at no charge to anyone searching the web. Authors pay an additional fee for the open access option. Authors may do this because open access is a requirement of their research-funding agency, or they may do this so non-subscribers can access their article for free.

Common Ground's open access charge is \$250 per article—a very reasonable price compared to our hybrid open access competitors and purely open access journals resourced with an author publication fee. Digital articles are normally only available through individual or institutional subscriptions or for purchase at \$5 per article. However, if you choose to make your article Open Access, this means anyone on the web may download it for free.

Paying subscribers still receive considerable benefits with access to all articles in the journal, from both current and past volumes, without any restrictions. However, making your paper available at no charge through Open Access increases its visibility, accessibility, potential readership, and citation counts. Open Access articles also generate higher citation counts.

Institutional Open Access

Common Ground is proud to announce an exciting new model of scholarly publishing called Institutional Open Access.

Institutional Open Access allows faculty and graduate students to submit articles to Common Ground journals for unrestricted open access publication. These articles will be freely and publicly available to the whole world through our hybrid open access infrastructure. With Institutional Open Access, instead of the author paying a per-article open access fee, institutions pay a set annual fee that entitles their students and faculty to publish a given number of open access articles each year.

The rights to the articles remain with the subscribing institution. Both the author and the institution can also share the final typeset version of the article in any place they wish, including institutional repositories, personal websites, and privately or publicly accessible course materials. We support the highest Sherpa/Romeo access level—Green.

For more information on how to make your article Open Access, or information on Institutional Open Access, please contact us at support@commongroundpublishing.com.



Community Membership and Personal Subscriptions

As part of each conference registration, all conference participants (both virtual and in-person) have a one-year digital subscription to the *Journal of Tourism and Leisure Studies*. This complimentary personal subscription grants access to both the current volume of the journal as well as the entire backlist. The period of complimentary access begins at the time of registration and ends one year after the close of the conference. After that time, delegates may purchase a personal subscription.

To view articles, go to <http://ijk.cgpublisher.com/>. Select the “Login” option and provide a CGPublisher username and password. Then, select an article and download the PDF. For lost or forgotten login details, select “forgot your login” to request a new password.

Journal Subscriptions

Common Ground offers print and digital subscriptions to all of its journals. Subscriptions are available to the *Journal of Tourism and Leisure Studies*, individual journals within the collection, and to custom suites based on a given institution’s unique content needs. Subscription prices are based on a tiered scale that corresponds to the full-time enrollment (FTE) of the subscribing institution.

For more information, please visit:

- <http://tourismandleisurestudies.com/journal/subscribe>
- Or contact us at subscriptions@commongroundpublishing.com

Library Recommendations

Download the Library Recommendation form from our website to recommend that your institution subscribe to the *Journal of Tourism and Leisure Studies*: <http://commongroundpublishing.com/support/recommend-a-subscription-to-your-library>.

Tourism & Leisure Studies Book Imprint

*Aiming to set new standards in
participatory knowledge creation
and scholarly publication*



Call for Books

Common Ground is setting new standards of rigorous academic knowledge creation and scholarly publication. Unlike other publishers, we're not interested in the size of potential markets or competition from other books. We're only interested in the intellectual quality of the work. If your book is a brilliant contribution to a specialist area of knowledge that only serves a small intellectual community, we still want to publish it. If it is expansive and has a broad appeal, we want to publish it too, but only if it is of the highest intellectual quality.

We welcome proposals or completed manuscript submissions of:

- Individually and jointly authored books
- Edited collections addressing a clear, intellectually challenging theme
- Collections of articles published in our journals
- Out-of-copyright books, including important books that have gone out of print and classics with new introductions

Book Proposal Guidelines

Books should be between 30,000 and 150,000 words in length. They are published simultaneously in print and electronic formats and are available through Amazon and as Kindle editions. To publish a book, please send us a proposal including:

- Title
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- Draft back-cover blurb
- Author bio note(s)
- Table of contents
- Intended audience and significance of contribution
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Tourism & Leisure Studies Conference

*Curating global interdisciplinary
spaces, supporting professionally
rewarding relationships*



Conference Principles and Features

The structure of the conference is based on four core principles that pervade all aspects of the knowledge community:

International

This conference travels around the world to provide opportunities for delegates to see and experience different countries and locations. But more importantly, the 2016 conference offers a tangible and meaningful opportunity to engage with scholars from a diversity of cultures and perspectives. This year, delegates from over 25 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

Interdisciplinary

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this community. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged.

Inclusive

Anyone whose scholarly work is sound and relevant is welcome to participate in this community and conference, regardless of discipline, culture, institution, or career path. Whether an emeritus professor, graduate student, researcher, teacher, policymaker, practitioner, or administrator, your work and your voice can contribute to the collective body of knowledge that is created and shared by this community.

Interactive

To take full advantage of the rich diversity of cultures, backgrounds, and perspectives represented at the conference, there must be ample opportunities to speak, listen, engage, and interact. A variety of session formats, from more to less structured, are offered throughout the conference to provide these opportunities.



Plenary

Plenary speakers, chosen from among the world's leading thinkers, offer formal presentations on topics of broad interest to the community and conference delegation. One or more speakers are scheduled into a plenary session, most often the first session of the day. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in informal, extended discussions during their Garden Conversations.



Garden Conversation

Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors.



Talking Circles

Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and then engage in extended discussion about the issues and concerns they feel are of utmost importance to that segment of the community. Questions like "Who are we?", "What is our common ground?", "What are the current challenges facing society in this area?", "What challenges do we face in constructing knowledge and effecting meaningful change in this area?" may guide the conversation. When possible, a second Talking Circle is held on the final day of the conference, for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. Reports from the Talking Circles provide a framework for the delegates' final discussions during the Closing Session.



Themed Paper Presentations

Paper presentations are grouped by general themes or topics into sessions comprised of three or four presentations followed by group discussion. Each presenter in the session makes a formal twenty-minute presentation of their work; Q&A and group discussion follow after all have presented. Session Chairs introduce the speakers, keep time on the presentations, and facilitate the discussion. Each presenter's formal, written paper will be available to participants if accepted to the journal.



Colloquium

Colloquium sessions are organized by a group of colleagues who wish to present various dimensions of a project or perspectives on an issue. Four or five short formal presentations are followed by commentary and/or group discussion. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.



Focused Discussion

For work that is best discussed or debated, rather than reported on through a formal presentation, these sessions provide a forum for an extended “roundtable” conversation between an author and a small group of interested colleagues. Several such discussions occur simultaneously in a specified area, with each author’s table designated by a number corresponding to the title and topic listed in the program schedule. Summaries of the author’s key ideas, or points of discussion, are used to stimulate and guide the discourse. A single article, based on the scholarly work and informed by the focused discussion as appropriate, may be submitted to the journal.



Workshop/ Interactive Session

Workshop sessions involve extensive interaction between presenters and participants around an idea or hands-on experience of a practice. These sessions may also take the form of a crafted panel, staged conversation, dialogue or debate—all involving substantial interaction with the audience. A single article (jointly authored, if appropriate) may be submitted to the journal based on a workshop session.



Poster Sessions

Poster sessions present preliminary results of works in progress or projects that lend themselves to visual displays and representations. These sessions allow for engagement in informal discussions about the work with interested delegates throughout the session.



Friday, 22 April

8:30–9:00	Conference Registration Desk Open
9:00–9:35	Conference Opening—Homer Stavely, Common Ground Publishing, USA
9:35–10:10	Plenary Session—Sergio Moreno Gil, Tourism and Sustainable Development Institute (TIDES), Universidad Las Palmas de Gran Canaria, Las Palmas, Spain <i>Rendering Experiences in the Tourism Industry: The Sustainability Side</i>
10:10–10:45	Garden Conversation
10:45–11:30	Talking Circles
11:30–12:30	Lunch
12:30–14:10	Parallel Sessions
14:10–14:25	Coffee Break
14:25–15:40	Parallel Sessions
15:40–16:40	Welcome Reception

Saturday, 23 April

8:30–9:00	Conference Registration Desk Open
9:00–9:15	Daily Update—Homer Stavely, Common Ground Publishing, USA
9:15–9:50	Plenary Session—Mary Mostafanezhad, University of Hawaii at Manoa, Honolulu, USA
9:50–10:20	Garden Conversation
10:20–12:00	Parallel Sessions
12:00–12:40	Lunch
12:40–14:20	Parallel Sessions
14:20–14:35	Coffee Break
14:35–16:15	Parallel Sessions
16:15–16:45	Special Event—Conference Closing and Award Ceremony



Tourism & Leisure Studies | Conference Highlights

Special Events

Pre-Conference Tour: Diamond Head Crater Adventure

This exciting tour of the world famous Diamond Head Crater begins with a short introductory talk by a trained nature guide. You will learn about the fascinating volcanic creation, Hawaiian history, European discovery, early cattle ranching, and modern day military use of the “Gibraltar of the Pacific” while being escorted on a 45 minute walk that ascends to the 763 foot summit. Along the way, the group will stop at several points to rest and photograph the crater. Walking up stairways, going into a dark 200 foot tunnel and climbing a spiral staircase imparts a sense of adventure. From the summit you’ll be thrilled by the incredible 360-degree panoramic views of Waikiki Beach, the emerald green mountains, and the sparkling aquamarine water of the Pacific Ocean below. The excursion lasts approximately 3 hours and is a truly memorable experience.

Date: Thursday, 21 April 2016 | **Time:** 8:00 AM

Cost: US\$35.00

Conference Welcome Reception

Common Ground Publishing and the Tourism & Leisure Studies Conference will be hosting a welcome reception at the University of Hawaii at Manoa. The reception will be held directly following the last parallel session of the first day, Friday, 22 April 2016. Join other conference delegates and plenary speakers for drinks, light hors d’oeuvres, and a chance to converse.

The Welcome Reception is complimentary to all conference delegates; we look forward to hosting you!

Date: Friday, 22 April 2016 | **Time:** Following sessions

Location: Executive Dining Room

Conference Dinner – The Pig & the Lady

Join fellow conference delegates and plenary speakers for an evening of conversation and a delicious globally accented, modern Vietnamese meal set at communal tables. The menu varies by what is locally available. Price is inclusive of both tax and gratuity.

Date: Friday, 22 April 2016 | **Time:** 8:00 PM

Location: Delegates are to meet at the restaurant, transportation is not provided.

Cost: US\$60.00

Booking: Please see the conference registration desk to make your booking. Space is limited.

Conference Shuttle Schedule

	Date	Time
Hotel to Venue	Friday, 22 April	8:15 AM
Venue to Hotel	Friday, 22 April	4:50 PM
Hotel to Venue	Saturday, 23 April	8:30 AM
Venue to Hotel	Saturday, 23 April	4:45 PM



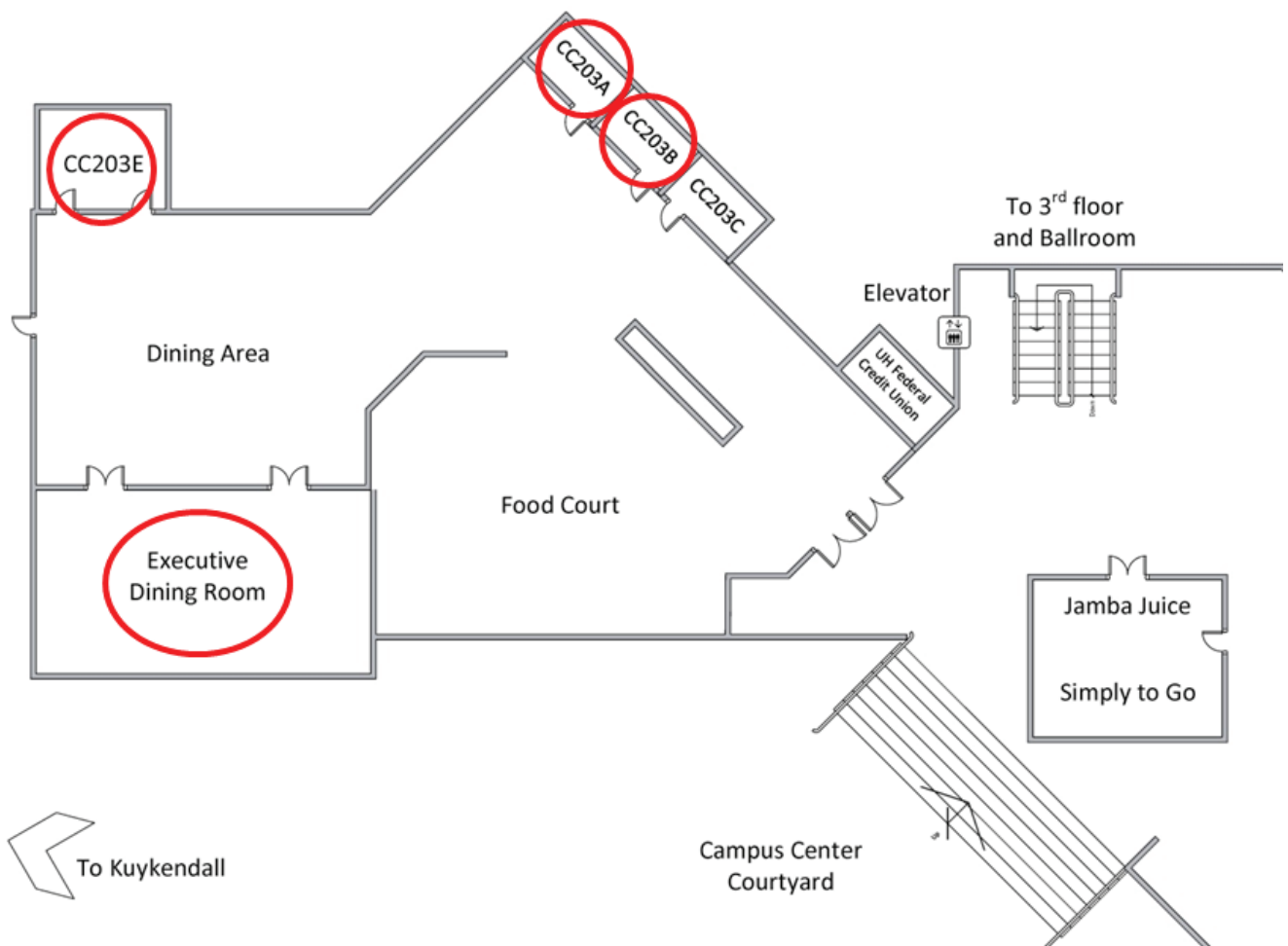


Second Floor

Executive Dining Room – Conference Opening, Plenary Sessions, and Lunches

The Conference Registration desk will be located just outside the Executive Dining Room.

CC203E, CC203A, CC203B - Conference Parallel Session Rooms





Sergio Moreno Gil

Rendering Experiences in the Tourism Industry: The Sustainability Side



Dr. Sergio Moreno is Director of Institutional Relations of the UNESCO Chair of Tourism Planning and Sustainable Development and Managing Director at TIDES Tourism and Sustainable Development Institute at the Universidad Las Palmas de Gran Canaria. He specializes in tourism marketing and destination development and planning and has worked on strategic plans and research projects funded by government agencies (European Union, UNESCO, World Wild Fund, and more) to realize development plans in Spain, Italy, Guatemala, Venezuela, Colombia, Argentina, Cuba, Guinea Bissau, Dominican Republic, Senegal, and Cape Verde along with many more. In the past, he has worked for Hilton Hotels in Germany, TUI Group Spain in the quality department, and as a visiting researcher at World Tourism Research Centre (UoC - Canada). He has written more than 20 books and book chapters and 25 international papers in publications, which include *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *International Journal of Tourism Research*, *Tourism Economics*, *Journal of Vacation Marketing*, and *International Journal of Hospitality and Leisure Marketing*. He is a member of different consulting committees, associations, and editorial boards as well as an external evaluator for the European Commission on tourism projects.

Mary Mostafanezhad



Mary Mostafanezhad is an assistant professor in the Department of Geography at the University of Hawai'i at Manoa. Mary's research interests lie at the intersection of critical geopolitics with mobilities such as tourism, development, and humanitarianism. Her current research examines humanitarian travel and the geopolitics of hope in northern Thailand. Mary is the author of *Volunteer Tourism: Popular Humanitarianism in Neoliberal Times* (Ashgate), co-editor of *Cultural Encounters: Ethnographic Updates from Asia and the Pacific Islands* (University of Hawai'i Press, in press), *Moral Encounters in Tourism* (Ashgate), *Tourism and Leisure Mobilities: Politics, Work and Play* (Routledge, forthcoming) and *Political Ecology of Tourism: Community, Power and the Environment* (Routledge, forthcoming). She is also an acting board member for the Association of American Geographers Recreation, Tourism and Sport Specialty Group, the co-founder of the Critical Tourism Studies Asia-Pacific Consortium and the American Anthropological Association Anthropology of Tourism Interest Group, an affiliated faculty member in the Thai Studies Department at the University of Hawai'i at Manoa and an affiliated researcher in the Research Network on Celebrity and North South Relations.



Joy Jarman-Walsh



Joy Jarman-Walsh grew up on the island of Oahu and completed her undergraduate degree in Psychology at Pitzer College in Claremont California during which time she spent a semester abroad in Oslo, Norway. Upon graduation, she went to work in Oita, Japan on the JET program and spent her holidays trekking and cycling around the country. For the next 18 months, she backpacked around Asia and Europe. In 1999, she completed a Masters Degree in EFL from Birmingham University, UK and started teaching at Yasuda Womens' University. Joy and her husband founded the destination website GetHiroshima.com in 1999, which now also produces tourist maps and magazines for Hiroshima. Joy's current research thesis is on sustainable tourism practices in the hospitality industry in Japan and she is on target to complete her Masters in Sustainable Tourism at Arizona State University this summer.

Ghannez Novaldy Loreza



Ghannez Novaldy Loreza is a Student at The Faculty of Tourism–Udayana University, Bali, Indonesia. He represented Indonesia and Udayana University in the Indonesia–Japan cross culture program in 2014 and 2015, presenting research on Cirebonese Culture and Its Impact to The Tourism in 2014 and Ecotourism in Bali in 2015. Currently, Ghannez is active as the Tourism Ambassador for his hometown Cirebon Regency, promoting his hometown and gathering people to support the tourism activity around them. In 2015, he was chosen as one of sixteen academically excellent students in Udayana University amongst thousands of other students. Recently, he has been active in Himpunan Mahasiswa Pariwisata Indonesia (The Association of Tourism Students–Indonesia) and focussing further research on Tourism and Travel Industry.

Amber-Nicole Stephens



Amber-Nicole Stephens received dual Bachelor of Science degrees in Criminal Justice Administration and Homeland Security Management at Central Penn College before completing a Master of Arts in Forensic Psychology at CUNY John Jay College of Criminal Justice. She is currently a second-year doctoral student studying Clinical Psychology with an emphasis in Diversity and Community Mental Health at the Pacific Graduate School of Psychology at Palo Alto University. She is a student in Dr. Bruce Bongar's Clinical Crises and Emergency Management Lab. Ongoing research interests and projects include: racial microaggressions, ethnic minority suicide and resilience, and policy reform. Her overall goal is to use research as a vehicle for social awareness, justice, and change.

Jimford Tabuyo



Jimford Unida Tabuyo earned his Bachelor of Science in Hospitality Management in St. Paul University Philippines–Tuguegarao City, Cagayan Valley Philippines and Master in Business Administration with specialization in Tourism Management from the Philippine Women's University, Manila. Mr. Tabuyo is a faculty member of De La Salle University–Dasmariñas, Cavite, Philippines from 2007 to present. Currently, he is pursuing his Doctor of Business Management degree at Philippine Women's University, Manila and expected to graduate in July 2016.

FRIDAY, 22 APRIL

FRIDAY, 22 APRIL	
8:30-9:00	CONFERENCE REGISTRATION DESK OPEN
9:00-9:35	CONFERENCE OPENING - HOMER STAVELY, COMMON GROUND PUBLISHING, USA
9:35-10:10	PLENARY SESSION - SERGIO MORENO GIL, DIRECTOR OF INSTITUTIONAL RELATIONS, UNESCO CHAIR OF TOURISM PLANNING AND SUSTAINABLE DEVELOPMENT; MANAGING DIRECTOR, TOURISM AND SUSTAINABLE DEVELOPMENT INSITUTE (TIDES), UNIVERSIDAD LAS PALMAS DE GRAN CANARIA, SPAIN, "RENDERING EXPERIENCES IN THE TOURISM INDUSTRY: THE SUSTAINABILITY SIDE"
10:10-10:45	GARDEN CONVERSATION
10:45-11:30	TALKING CIRCLES
	Room 1 - 2016 Special Focus: The Sustainability of Tourism and Leisure Room 2 - Changing Dimensions of Contemporary Tourism / Changing Dimensions of Contemporary Leisure Room 3 - Tourism and Leisure Industries / Critical Issues in Tourism and Leisure Studies
11:30-12:30	LUNCH
12:30-14:10	PARALLEL SESSIONS
Room 1	<p>Impacts of Tourism on Society</p> <p>Hosts and Guests in Santa Catalina, Panama: A Town in the Midst of Change Dr. Laura Desfor Edles, <i>Department of Sociology, California State University, Northridge, Northridge, USA</i> Overview: In this paper I discuss the extraordinary changes in Santa Catalina, Panama during the last thirty years, focusing on the impact of residential tourism. Theme: <i>Critical Issues in Tourism and Leisure Studies</i></p> <p>Identity, Cultural Heritage, and the Environmental Impacts of Paradise for Sale: Investigating the Caribbean Tourism-driven Economic Development Model Dr. Robert Clemente Chalwell, <i>Behavioral and Social Sciences, Broward College, Pembroke Pines, USA</i> Overview: This paper investigates the intersection of culture, identity, the environment, and sustainable development in the tourism-driven economies of the Caribbean. Theme: <i>Critical Issues in Tourism and Leisure Studies</i></p> <p>Tourism and the Mobility of the Islamic Discourse in Zanzibar Dr. Akbar Keshodkar, <i>Departments of History and Sociology, Africana Studies, Moravian College, Bethlehem, USA</i> Overview: This paper examines how rise of mass, beach tourism in Zanzibar has marginalized the centrality of Islam on the islands and how Muslims in Zanzibaris are responding to this development. Theme: <i>Critical Issues in Tourism and Leisure Studies</i></p> <p>Tourism's Effect on Local Employees in Ubud, Bali: Perceptions, Quality of Life, and Ideal Futures Peita Hillman, <i>School of International Tourism, International College of Management, Sydney, Australia</i> Prof. Betty Weiler, <i>School of Business and Tourism, Southern Cross University, Gold Coast, Australia</i> Dr. Brent D. Moyle, <i>Griffith Institute for Tourism, Griffith Business School, Griffith University, Gold Coast, Australia</i> Overview: This paper explores the perceptions of tourism's environmental impacts, influence on quality of life, and support for future development from locals employed in the industry in Ubud, Bali Indonesia. Theme: <i>Critical Issues in Tourism and Leisure Studies</i></p>
Room 2	<p>New Directions in Marketing Leisure and Tourism</p> <p>Quality Analysis of Hotel Websites and Electronic Marketing in Croatian Hospitality Prof. Ljubica Pilepic, <i>Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija, Croatia</i> Maja Simunic, <i>Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija, Croatia</i> Overview: This paper performs a detailed analysis of the websites of categorized hotels in Croatia with regard to the quality of website content. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p> <p>The Role of Social Media in the Hospitality Industry: A Case Study of Croatia Tomislav Car, <i>Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija, Croatia</i> Vanja Vitezic, <i>Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija, Croatia</i> Overview: This paper investigates the role of social media in the hotels of Opatija Riviera. Theme: <i>Tourism and Leisure Industries</i></p> <p>The Relationship between Integrating Technology and Increasing Customer Spending and Customer Satisfaction in the Hospitality Industry: The Monkey Model Prof. Mislav Simunic, <i>Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija, Croatia</i> Marina Perisic Prodan, <i>Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija, Croatia</i> Overview: This paper determines a link between integration of technology in the hotel business, guest satisfaction, and stimulation of guest consumption during their stay in the hotel. Theme: <i>Tourism and Leisure Industries</i></p>



FRIDAY, 22 APRIL

12:30-14:10	PARALLEL SESSIONS
Room 3	<p>The Sustainability of Tourism and Leisure: Sustainability and Community Development</p> <p>Protected Areas, Wildlife Conservation, and Ecotourism in the Limbe Wildlife Centre, Southwest Region of Cameroon: Management of Heritage Sites Nelson Asah Asoh, <i>Faculty of Environmental and Resource Management, Brandenburg University of Technology, Cottbus-Senftenberg, Berlin, Germany</i> Dr. Clarkson Mvo Wanie, <i>Department of Geography, Faculty of Letters and Social Sciences, University of Maroua, Maroua, Cameroon</i> <i>Overview:</i> This paper critically examines wildlife conservation in the Limbe Wildlife Centre, a wildlife sanctuary and fauna reserve, and diagnoses its contribution to ecotourism and community development in the area. <i>Theme: 2016 Special Focus: The Sustainability of Tourism and Leisure</i></p> <p>The Investigation of Rural Cultural Heritage, Agricultural Tradition, Farmers' Aspiration, and Their Inference to the Agritourism Development Strategies for Conservation Dr. Rungnapha Khamung, <i>Architectural Heritage Management and Tourism, Silpakorn University, Chiangkhan, Thailand</i> <i>Overview:</i> This research investigates the cultural heritage, agricultural tradition, and conservation sensitivities of the farming villages. The results and findings are applied to the development of strategies for community-based agritourism development. <i>Theme: 2016 Special Focus: The Sustainability of Tourism and Leisure</i></p> <p>Practical Methods on Sustainable Tourism: Pemuteran Community-based Tourism Ghannez Novaldy Loreza, <i>Faculty of Tourism, Udayana University, Denpasar, Indonesia</i> <i>Overview:</i> This paper describe how to sustain the tourism industry by increasing local people's roles by arranging a tour package called "From Pemuteran to the World." <i>Theme: 2016 Special Focus: The Sustainability of Tourism and Leisure</i></p> <p>Code of Conduct for Indigenous-inspired Spa and Wellness Tourism Laura D. Ell, <i>Department of Health and Physical Education, Faculty of Health, Community, and Education, Mount Royal University, Calgary, Canada</i> <i>Overview:</i> Within the rising demand for wellness tourism is a trend towards indigenous-inspired spa experiences. This paper unveils a proposed code of conduct for spas that aim to sustainably integrate culture. <i>Theme: Critical Issues in Tourism and Leisure Studies</i></p>
14:10-14:25	COFFEE BREAK
14:25-15:40	PARALLEL SESSIONS
Room 1	<p>Tourism, Consumption, and Identity</p> <p>The Persistent Power of Souvenirs: Analyzing Short-term Study Abroad Data Collected via Social Media Dr. William Lenz, <i>English, Chatham University, Pittsburgh, USA</i> <i>Overview:</i> I surveyed via Facebook students with whom I traveled abroad and, using Love and Kohn's (2001) model, hypothesized that travel affects self-awareness visible in the collection and retention of souvenirs. <i>Theme: Changing Dimensions of Contemporary Tourism</i></p> <p>Hobbits, Vampires, and Tourism: A Case Study of Destination Promotional Strategies Related to Film Dr. Keri Schwab, <i>Recreation, Parks, and Tourism, California Polytechnic State University, San Luis Obispo, USA</i> Natalie Pecoraro, <i>Riverside, USA</i> <i>Overview:</i> This paper explores a case study of how off-the-beaten-path locales made famous due to movie/film making can apply five persuading values to promotional materials to influence tourist decisions to visit. <i>Theme: Tourism and Leisure Industries</i></p>
Room 2	<p>Opportunity and Inequality in the Leisure and Tourism Industry</p> <p>Career Perceptions of Female Students Pursuing Tertiary Studies in the Tourism Sector: The Case of Maldives Dr. P Pathmanaban CM Pappayah, <i>School of Business, Asia Pacific University of Technology and Innovation, Petaling Jaya, Malaysia</i> Aishath Nayashreen Ahmed, <i>School of Business and Management, Asia Pacific University of Technology and Innovation, Kuala Lumpur, Maldives</i> <i>Overview:</i> This paper addresses the lack of local female employment in the Maldivian tourism industry. The tourism industry is the largest economic contributor in Maldives. <i>Theme: Tourism and Leisure Industries</i></p> <p>Entrepreneurship and the Discovery and Exploitation of Business Opportunities: Empirical Evidence from the Malawian Tourism Sector Aravind Krishnan, <i>Lusaka, Zambia</i> <i>Overview:</i> This paper analyses the motivations behind how ten entrepreneurial companies spotted and acted on opportunities to start and run businesses in Malawi's travel and tourism sector. <i>Theme: Tourism and Leisure Industries</i></p>
Room 3	<p>Dynamics of Consumption and Marketing</p> <p>The Effects of Customization of Sports and Travel Packages: Positive and Negative Implications of Customization Decisions Dr. John Godek, <i>School of Business, Government, and Economics, Seattle Pacific University, Seattle, USA</i> <i>Overview:</i> The customization of sports and travel packages can have positive and negative effects on consumers' decision making processes, which have significant implications for how companies should offer these packages. <i>Theme: Tourism and Leisure Industries</i></p> <p>The Role of Hotels in Chinese Conspicuous Consumption Dr. Kam Hung, <i>School of Hotel and Tourism Management, Hong Kong Polytechnic University, Hong Kong, Hong Kong</i> <i>Overview:</i> This study explores the motives of the Chinese for patronizing luxury hotels. <i>Theme: Tourism and Leisure Industries</i></p>
15:40-16:40	WELCOME RECEPTION



SATURDAY, 23 APRIL

SATURDAY, 23 APRIL	
8:30-9:00	CONFERENCE REGISTRATION DESK OPEN
9:00-9:15	DAILY UPDATE
9:15-9:50	PLENARY SESSION - MICHAEL LUONGO, UNIVERSITY OF MICHIGAN KNIGHT-WALLACE JOURNALISM FOUNDATION FELLOWSHIP, USA, "THE TROUBLE WITH TRAVEL IN HALABJA, IRAQ"
9:50-10:20	GARDEN CONVERSATION
10:20-12:00	PARALLEL SESSIONS
Room 1	<p>Changing Dimensions of Tourism</p> <p>Cuba as a Travel Destination: Pre- and Post-trip Image Pavlina Latkova, <i>Department of Recreation, Parks, and Tourism, San Francisco State University, San Francisco, USA</i> Jackson Wilson, <i>Department of Recreation, Parks, and Tourism, San Francisco State University, San Francisco, USA</i> Overview: This study examines pre- and post-trip images of Cuba as a travel destination among American travelers using Echtner and Ritchie's (1991, 1993) concept of destination's holistic and unique image components. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p> <p>Toward Originating the Phenomenon of Tourism: Travels in Ancient Egypt Dr. Mohamed Ismail Abouelata, <i>Department of Heritage Resources Management and Tour Guidance, College of Tourism and Archaeology, King Saud University, Riyadh, Saudi Arabia</i> Overview: This paper originates the phenomenon of tourism in antiquity. It deals with travels practiced by the ancient Egyptians and the main components of tourism in ancient Egypt. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p>
Room 2	<p>Workshops</p> <p>LGBT Tourism and Hospitality: Key Findings and Trends Thomas Roth, <i>Community Marketing Inc., San Francisco, USA</i> Overview: This workshop features key findings, case studies, and best practices from the Community Marketing and Insights Twentieth Annual LGBT Tourism and Hospitality Survey, December 2015. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p> <p>Strategic Planning for the Tourism Industry: The Case of Pure Michigan™ Dr. Sarah Nicholls, <i>Department of Community Sustainability, Department of Geography, Michigan State University, East Lansing, USA</i> Overview: This workshop will critically examine the development and ongoing implementation of the 2012-2017 Michigan Tourism Strategic Plan. Theme: <i>Tourism and Leisure Industries</i></p>
Room 3	<p>The Sustainability of Tourism and Leisure: Environmental, Economic, and Social Dimensions</p> <p>Sustainable Tourism in Hiroshima: Host and Consumer Perspectives Joy Jarman-Walsh, <i>Department of International Tourism and Business, Faculty of Current Business, Yasuda Women's University, Hiroshima, Japan</i> Overview: This study discusses data derived from tourism operators in Hiroshima, viewed in conjunction with inbound tourist interviews, revealing positive trends and potential for sustainable tourism in this region of Japan. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p> <p>Developing Ratios to Evaluate Triple Bottom Line for Hotels Dr. Steve Pan, <i>School of Hotel and Tourism Management, Hong Kong Polytechnic University, Kowloon, Hong Kong</i> Dr. Barry Mak, <i>School of Hotel and Tourism Management, Hong Kong Polytechnic University, Kowloon, Hong Kong</i> Dr. Henry Tsai, <i>School of Hotel and Tourism Management, Hong Kong Polytechnic University, Kowloon, Hong Kong</i> Overview: This paper develops ratios for the measurement of social, environmental, and economic performance, the so-called triple bottom line, of the hospitality industry. Theme: <i>2016 Special Focus: The Sustainability of Tourism and Leisure</i></p> <p>A Strategic Growth Framework in Developing Sustainable Tourism for the Province of Cagayan, Philippines Jimford Tabuyo, <i>Tourism Management Department, College of Tourism and Hospitality Management, De La Salle University Dasmariñas, Dasmariñas, Philippines</i> Overview: This paper evaluates the current status impacts of tourism development and the roles of the public and private sectors of the tourism industry in the province of Cagayan. Theme: <i>2016 Special Focus: The Sustainability of Tourism and Leisure</i></p> <p>Key Issues Socially Responsible Investors Should Consider in the Tourism Industry Dr. Leslie Scamacca, <i>Business and Technology Department, LaGuardia Community College, Long Island City, USA</i> Overview: In tourism, a socially responsible investor must balance profitability with a sustainable business model. This discussion focuses on issues a socially responsible investor should consider in this complex investment strategy. Theme: <i>Critical Issues in Tourism and Leisure Studies</i></p>
12:00-12:40	LUNCH



SATURDAY, 23 APRIL

12:40-14:20	PARALLEL SESSIONS
Room 1	<p>Sociology of Leisure</p> <p>Fun in Retirement: Perceptions of Leisure among Baby Boomers Transitioning to Retirement Dr. Rebecca Genoe, <i>Faculty of Kinesiology and Health Studies, University of Regina, Regina, Canada</i> Dr. Toni Liechty, <i>University of Illinois, Urbana-Champaign, USA</i> Dr. Hannah Marston, <i>Open University, UK</i> Overview: Perceptions of leisure and retirement were explored among baby boomers through a multi-author blog. Perceptions of leisure were considered by participants as they discussed post-retirement leisure plans and realities. Theme: <i>Changing Dimensions of Contemporary Leisure</i></p> <p>Part-time Warriors: Group Fitness as Serious Leisure among Philippine Les Mills Instructors Manuel Enverga, <i>European Studies Program, Ateneo de Manila University, Quezon City, Philippines</i> Overview: This paper examines the challenges faced by part-time Les Mills instructors in the Philippines who have to balance their full-time employment with their serious leisure pursuit of teaching group fitness. Theme: <i>Changing Dimensions of Contemporary Leisure</i></p> <p>Rethinking the Psychology of Leisure: The Case of Family Leisure Dr. Keri Schwab, <i>Recreation, Parks, and Tourism Administration Department, California Polytechnic State University, San Luis Obispo, USA</i> Dr. Daniel Dustin, <i>University of Utah, Salt Lake City, USA</i> Overview: This paper questions a "psychologized" view of the individual as the unit of analysis, instead calling for a social/relational view that defines individuals as whole and part of something larger. Theme: <i>Changing Dimensions of Contemporary Leisure</i></p>
Room 2	<p>Critical Issues in Tourism and Leisure Studies</p> <p>Historic Tourism in Dixie Pamela King, <i>History Department, University of Alabama at Birmingham, Birmingham, USA</i> Overview: This paper focuses on Deep South towns and cities that are attracting tourists who want to explore America's most controversial places. It will concentrate on Alabama and Mississippi. Theme: <i>Critical Issues in Tourism and Leisure Studies</i></p> <p>The Other Sides of Getting Your Groove Back: Eroticism, Sex Tourism, and the Caribbean Hospitality Industry Dr. Robert Clemente Chalwell, <i>Behavioral and Social Sciences, Broward College, Pembroke Pines, USA</i> Amber-Nicole Stephens, <i>Clinical Psychology Graduate Program, Palo Alto University, Palo Alto, USA</i> Overview: This paper explores the effects of eroticism in the promotion of Caribbean tourism and hospitality. Broad stakeholder partnerships are prescribed to mitigate the challenges of sex-trafficking prevalent in hospitality-driven economies. Theme: <i>Critical Issues in Tourism and Leisure Studies</i></p>
Room 3	<p>Tourism Development</p> <p>The Tourist Exploitation of Archaeological Sites in the Danube Delta Biosphere Reserve Area, Romania: Archaeological Tourism Prof. Gheorghe Romanescu, <i>Department of Geography, Alexandru Ioan Cuza University of Iasi, Iasi, Romania</i> Overview: One of the easiest and at the same time ecologic solutions for local economic development in the Danube Delta is represented by tourism (mostly specialized tourism). Theme: <i>Changing Dimensions of Contemporary Tourism</i></p> <p>Heritage Tourism in Saudi Arabia: A Case Study on the Province of Riyadh Prof. Abdulnaser Al-Zahrani, <i>Department of Heritage Resources Management and Tour Guidance, College of Tourism and Archaeology, King Saud University, Riyadh, Saudi Arabia</i> Overview: This paper highlights the elements of heritage and cultural tourism in Riyadh and its rehabilitation of tourist attractions in order to become the leading model in KSA. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p> <p>Establishing Sustainable Inclusive Tourism in a Reemerging Floating Market Community Dr. Kittikorn Sankatiprapa, <i>Development Education Program, Srinakharinwirot University, Bangkok, Thailand</i> Overview: This preliminary study explores conditions, and the possibility to introduce inclusive tourism to revive a hundred-year-old floating market community in Thailand. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p>
14:20-14:35	COFFEE BREAK
14:35-16:15	PARALLEL SESSIONS
Room 1	<p>Tourism Dynamics: Attracting Visitors and Emerging Markets</p> <p>Tourists and the Commercial Fishing Industry: Attraction, Disgust, and Innovative Programs to Bridge the Gap Kaety Jacobson, <i>Oregon Sea Grant, Lincoln County Extension Office, Oregon State University, Newport, USA</i> Overview: Why do tourists flock to commercial fishing communities? Why are they both attracted and repelled to the fishing industry at the same time? Theme: <i>Changing Dimensions of Contemporary Tourism</i></p> <p>New Patterns of Tourism in Peru: Responding to an Aging Population's Demands Maria Elena Esparza, <i>Academic Department of Management, Pontifical Catholic University of Peru, Lima, Peru</i> Juan Carlos Rivero Isla, <i>Academic Department of Management, Pontifical Catholic University of Peru, Lima, Peru</i> Prof. Maria Elena Sanchez, <i>Academic Department of Management, Pontifical Catholic University of Peru, Lima, Peru</i> Overview: This research describes the industry of tourism in terms of supply and demand. This paper argues that this industry can reduce social inequality and lower climate change effects. Theme: <i>Changing Dimensions of Contemporary Tourism</i></p>



SATURDAY, 23 APRIL

14:35-16:15	PARALLEL SESSIONS
Room 2	<p>The Idea and Practice of Leisure</p> <p>Cittaslow: Balancing Community, Life, and Leisure</p> <p>Dr. Tom Delamere, <i>Department of Recreation and Tourism Management, Vancouver Island University, Nanaimo, Canada</i></p> <p>Prof. Peter Briscoe, <i>Department of Hospitality Management, Vancouver Island University, Nanaimo, Canada</i></p> <p>Dr. Susan Markham-Starr, <i>Department of Community Development, Acadia University, Wolfville, Canada</i></p> <p><i>Overview:</i> This is a comparative case study involving Cowichan Bay, BC and Wolfville, NS. Proponents of the Cittaslow movement in each of the communities were interviewed and key themes were identified.</p> <p><i>Theme: Changing Dimensions of Contemporary Tourism</i></p>
16:15-16:45	SPECIAL EVENT – CLOSING AND AWARD CEREMONY



Tourism & Leisure Studies | List of Participants

Mohamed Ismail	Abouelata	King Saud University	Saudi Arabia
Aishath Nayasheen	Ahmed	Asia Pacific University of Technology and Innovation	Maldives
Abdulnaser	Al-Zahrani	King Saud University	Saudi Arabia
Nelson Asah	Asoh	Brandenburg University of Technology	Germany
Nouf	Banaser	Hawaii Pacific University	USA
Peter	Briscoe	Vancouver Island University	Canada
Tomislav	Car	University of Rijeka	Croatia
Robert Clemente	Chalwell	Broward College	USA
P Pathmanaban	CM Pappayah	Asia Pacific University of Technology and Innovation	Malaysia
Tom	Delamere	Vancouver Island University	Canada
Daniel	Dustin	University of Utah	USA
Laura Desfor	Edles	California State University, Northridge	USA
Laura D.	Ell	Mount Royal University	Canada
Manuel	Enverga	Ateneo de Manila University	Philippines
Maria Elena	Esparza	Pontificia Universidad Catolica del Peru	Peru
Rebecca	Genoe	University of Regina	Canada
John	Godek	Seattle Pacific University	USA
Peita	Hillman	International College of Management, Sydney	Australia
Po Siu	Hsu	Oklahoma State University	USA
Kam	Hung	The Hong Kong Polytechnic University	Hong Kong
Kaety	Jacobson	Oregon State University	USA
Joy	Jarman-Walsh	Yasuda Women's University	Japan
Akbar	Keshodkar	Moravian College	USA
Rungnapha	Khamung	Burapha University International College	Thailand
Pamela	King	University of Alabama at Birmingham	USA
Aravind	Krishnan	University of Edinburgh	United Arab Emirates
Pavlina	Latkova	San Francisco State University	USA
Eric	Laws	Siam University Bangkok	Thailand
William	Lenz	Chatham University	USA
Ghannez Novaldy	Loreza	Udayana University	Indonesia
Michael	Luongo	University of Michigan	USA
Sergio	Moreno-gil	Universidad de Las Palmas de Gran Canaria	Spain
Mary	Mostafanezhad	University of Hawaii at Manoa	USA
Sarah	Nicholls	Michigan State University	USA
Steve	Pan	The Hong Kong Polytechnic University	Hong Kong
Natalie A.	Pecoraro	Cal Poly, San Luis Obispo	USA
Ljubica	Pilepic	University of Rijeka	Croatia
Juan Carlos	Rivero Isla	Pontificia Universidad Catolica del Peru	Peru
Gheorghe	Romanescu	Alexandru Ioan Cuza University of Iasi	Romania
Thomas	Roth	Community Marketing & Insights	USA
Maria Elena	Sanchez	Pontificia Universidad Catolica del Peru	Peru



Tourism & Leisure Studies | List of Participants

Kittikorn	Sankatiprapa	Srinakharinwirot University	Thailand
Leslie	Scamacca	The City University of New York/ LaGuardia Community College	USA
Keri	Schwab	Cal Poly, San Luis Obispo	USA
Mahesh	Silwal	Frens Himalyan Treks and Expedition	Nepal
Mislav	Simunic	University of Rijeka	Croatia
Amber-Nicole	Stephens	Palo Alto University	USA
Jimford	Tabuyo	De La Salle University Dasmarinas	Philippines
Henry	Tsai	The Hong Kong Polytechnic University	Hong Kong











COMMON GROUND | Conference Calendar 2016–2017



Seventh International Conference on Sport & Society

University of Hawaii at Manoa
Honolulu, USA | **2–3 June 2016**
www.sportandsociety.com/2016-conference



Fourteenth International Conference on New Directions in the Humanities

University of Illinois at Chicago
Chicago, USA | **8–10 June 2016**
www.thehumanities.com/2016-conference



Ninth Global Studies Conference

University of California, Los Angeles
Los Angeles, USA | **30 June–1 July 2016**
www.onglobalization.com/2016-conference



Twenty-third International Conference on Learning

University of British Columbia
Vancouver, Canada | **13–15 July 2016**
www.thelearner.com/2016-conference



Sixteenth International Conference on Diversity in Organizations, Communities & Nations

The University of Granada
Granada, Spain | **27–29 July 2016**
www.ondiversity.com/2016-conference



Eleventh International Conference on Interdisciplinary Social Sciences

Imperial College London
London, UK | **2–4 August 2016**
www.thesocialsciences.com/2016-conference



Eleventh International Conference on the Arts in Society

University of California, Los Angeles
Los Angeles, USA | **10–12 August 2016**
www.artsinsociety.com/2016-conference



Seventh International Conference on the Image

Art and Design Academy,
Liverpool John Moores University
Liverpool, UK | **1–2 September 2016**
www.ontheimage.com/2016-conference



Inaugural Communication & Media Studies Conference

University Center Chicago
Chicago, USA | **15–16 September, 2016**
www.oncommunicationmedia.com/2016-conference



Ninth International Conference on the Inclusive Museum

National Underground Railroad Freedom Center
Cincinnati, USA | **16–19 September 2016**
www.onmuseums.com/2016-conference



Aging & Society: Sixth Interdisciplinary Conference

Linköping University
Linköping, Sweden | **6–7 October 2016**
www.agingandsociety.com/2016-conference



Sixth International Conference on Food Studies

University of California at Berkeley
Berkeley, USA | **12–13 October 2016**
www.food-studies.com/2016-conference



Sixth International Conference on Health, Wellness & Society

Catholic University of America
Washington D.C., USA | **20–21 October 2016**
www.healthandsociety.com/2016-conference



Spaces & Flows: Seventh International Conference on Urban & ExtraUrban Studies

University of Pennsylvania
Philadelphia, USA | **10–11 November 2016**
www.spacesandflows.com/2016-conference

COMMON GROUND | Conference Calendar 2016–2017



Thirteenth International Conference on Environmental, Cultural, Economic & Social Sustainability

Greater Rio de Janeiro, Brazil | **19–21 January 2017**
www.onsustainability.com/2017-conference



Eleventh International Conference on Design Principles & Practices

Institute without Boundaries at George Brown College
Toronto, Canada | **2–4 March 2017**
www.designprinciplesandpractices.com/2017-conference



Second International Conference on Tourism & Leisure Studies

UBC Robson Square
Vancouver, Canada | **6–7 April 2017**
www.tourismandleisurestudies.com/2017-conference



Seventh International Conference on Religion & Spirituality in Society

Imperial College London
London, UK | **17–18 April 2017**
www.religioninsociety.com/2017-conference



Seventeenth International Conference on Knowledge, Culture, and Change in Organizations

Charles Darwin University
Darwin, Australia | **20–21 April 2017**
www.organization-studies.com/2017-conference



Ninth International Conference on Climate Change: Impacts & Responses

Anglia Ruskin University
Cambridge, UK | **21–22 April 2017**
www.constructedenvironment.com/2017-conference



Seventh International Conference on the Constructed Environment

International Cultural Centre
Krakow, Poland | **25–26 May 2017**
www.constructedenvironment.com/2017-conference



Thirteenth International Conference on Technology, Knowledge & Society

University of Toronto
Toronto, Canada | **26–28 May 2017**
www.techandsoc.com/2017-conference



Ninth International Conference on e-Learning and Innovative Pedagogies

University of Toronto
Toronto, Canada | **28 May 2017**
www.ubi-learn.com/2017-conference



Tenth Global Studies Conference

National University of Singapore
Singapore | **8–9 June 2017**
www.onglobalization.com/2017-conference



Twelfth International Conference on the Arts in Society

Pantheon-Sorbonne University
Paris, France | **14–16 June 2017**
www.artsinsociety.com/2017-conference



Fifteenth International Conference on New Directions in the Humanities

Imperial College London
London, UK | **5–7 July 2017**
www.thehumanities.com/2017-conference



Fourteenth International Conference on Books, Publishing & Libraries

Imperial College London
London, UK | **7 July 2017**
www.booksandpublishing.com/2017-conference



Twelfth International Conference on Interdisciplinary Social Sciences

International Conference Center
Hiroshima, Japan | **26–28 July 2017**
www.thesocialsciences.com/2017-conference



Seventh International Conference on Food Studies

Roma Tre University
Rome, Italy | **26–27 October 2017**
www.food-studies.com/2017-conference

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- Lunch and coffee breaks on the days of the conference.
- Attendance at Welcome Reception and Book Launches (when included in conference events).
- Citation and Summary of work in printed conference program, and complete abstract included in the online Post-Conference materials.
- Membership in the **Tourism & Leisure Studies Knowledge Community**.

Proposal & Registration Dates

Proposal Deadlines

Advanced Proposal Deadline	6 June 2016
Early Proposal Deadline	6 September 2016
Regular Proposal Deadline	6 January 2017
Late Proposal Deadline	6 March 2017

Registration Deadlines

Advanced Registration Deadline	6 July 2016
Early Registration Deadline	6 October 2016
Regular Registration Deadline	6 April 2017