Third International Conference on
Tourism & Leisure Studies

Building Bridges to Sustainability—Tourism, Culture, Gastronomy and Sport

Universidad de Las Palmas de Gran Canaria, Tides Research Center, and EU Turismo de Lanzarote held at Hotel Princesa Yaiza

17–18 MAY 2018 | LANZAROTE, CANARY ISLANDS, SPAIN | TOURISMANDLEISURESTUDIES.COM

LANZAROTE Biosphere Reserve

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

COMMON GROUND

Tourism & Leisure Studies

Third International Conference on
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17–18 May 2018 | Lanzarote, Canary Islands, Spain

www.tourismandleisurestudies.com

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LANZAROTE
Biosphere Reserve

Princesa YAIZA
SUITE HOTEL RESORT ★★★★★ L

UNIVERSIDAD DE LAS PALMAS
DE GRAN CANARIA

COMMON GROUND

Designed by Ebony Jackson

Dear Tourism & Leisure Studies Conference Delegates,

It is with great pleasure that I welcome you to Lanzarote.

Already one of the destinations worldwide with a strong commitment to sustainability, our island continues to re-invent itself. With a dramatic volcanic landscape and its environmental strategies, there's still a lot to learn from at the Tourism & Leisure Studies Conference.

The team and I are looking forward to showcasing what makes our island special during the next days. We hope that sharing your experiences during the conferences will lead to both long-lasting working relationships and new friendships. Your experience on tourism and leisure is extremely relevant for us.

From everyone in Lanzarote, we wish you a comfortable and memorable stay and hope that everything you experience over the coming days leads to a positive experience and greater knowledge of our island.

Sincerely,

Pedro San Ginés Gutiérrez
President / El Presidente del Cabildo de Lanzarote

Dear Tourism & Leisure Studies Delegates,

Welcome to Lanzarote and to the Third International Conference on Tourism & Leisure Studies. The Tourism & Leisure Studies Research Network—its conference, journal, and book imprint—was created to explore the economic, cultural and organizational aspects of tourism and leisure.

Founded in 2016, the Inaugural International Conference on Tourism & Leisure Studies was held at the University of Hawaii at Manoa in Honolulu, USA. As the conference continued its journey, the Second International Conference on Tourism & Leisure Studies was held at the University of British Columbia in Vancouver, Canada. Next year, we are honored to hold the conference in partnership with Florida International University in Miami, USA.

Conferences can be ephemeral spaces. We talk, learn, and get inspired, but these conversations fade with time. This Research Network 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 & Leisure Studies*. We also encourage you to submit a book proposal to the Tourism & Leisure Studies Book Imprint.

In partnership with our Editors and Network Partners, the Tourism & Leisure Studies Research Network is curated by Common Ground Research Networks. Founded in 1984, Common Ground Research Networks is committed to building new kinds of research networks, innovative in their media and forward thinking in their messages. Common Ground Research Networks takes some of the pivotal challenges of our time and builds research networks 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 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 Conference Chairs, Sergio Moreno Gil and Amareswar Galla, for driving the vision of this year's conference. I also want to thank the Local Committee, including members of the Lanzorte Tourism Board and the Universidad de Las Palmas de Gran Canaria, under the guidance of Professor Sergio Moreno Gil, who have poured such a phenomenal amount of work, energy, and detail into this conference. We thank you greatly for curating an event that showcases tourism in Lanzarote.

I'd also like to thank my Tourism & Leisure Studies colleagues, Jessica Wienhold-Brokish, Kim Kendall, and Rachael Arcario, who have also 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,

Dr. Phillip Kalantzis-Cope
Chief Social Scientist
Common Ground Research Networks

Our Mission

Common Ground Research Networks 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 research networks 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 research networks 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 research networks 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 research network). 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 Research Network also maintains an online presence—through presentations on our YouTube channel, quarterly 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 Research Network

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

The Tourism & Leisure Studies Research Network offers an interdisciplinary forum for the discussion of the economic, cultural, and organizational aspects of tourism and leisure. The research network 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 Research Network enables members to publish through two media. First, network 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 Research Network offers several opportunities for ongoing communication among its members. Any member may upload video presentations based on scholarly work to the network YouTube channel. Quarterly 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**.

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

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

Building Bridges to Sustainability—Tourism, Culture, Gastronomy and Sport

Tourism, culture, gastronomy, and sports, as fields of study and activities, are distinctive in their own right. But they also have mutual dependencies in values, characteristics, and social embeddedness. Sustainable tourism depends on productive way of thinking about these dependences. The special focus of the Third International Conference on Tourism & Leisure Studies directs us to consider these activities in the difference and dependences, as the foundation to building bridges to a fuller understanding of sustainable practices and outcomes.

- *How are broader social, economic, environmental and political forces transforming our understandings of "sustainable tourism"?*
- *What are the bridges and boundaries of "tourism" and "culture" and how do they shape destination?*
- *Where, when, and how do we include food and sports in understandings of "sustainable tourism"?*

The Tourism & Leisure Studies Research Network 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.

Tourism & Leisure Studies | Network Membership

About

The Tourism & Leisure Studies Research Network 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 Research Network 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 Research Network 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 a Reviewer.
- Subscription to the research network e-newsletter, providing access to news and announcements for and from the Research Network.
- Option to add a video presentation to the network 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

Engage through Social Media

www.facebook.com/TourismAndLeisureStudies

@tourism_leisure | #TLS18

Present and Participate in the Conference

You have already begun your engagement in the research network 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 research network 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 research network. As a member of the network, you will also be invited to review others' work and contribute to the development of the research network knowledge base as a Reviewer. As part of your active membership in the research network, 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.

The principal role of the Advisory Board is to drive the overall intellectual direction of the Tourism & Leisure Studies Research Network 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
- **Christina Cameron**, Université de Montréal, Montreal, Canada
- **Raj Chintaram**, African Network for Policy, Research & Advocacy for Sustainability (ANPRAS), Port Louis, Mauritius
- **Nimit Chowdhary**, Indian Institute of Tourism and Travel Management, Mahalgaon Gwalior, India
- **Chris Cooper**, Oxford Brookes University, Oxford, UK
- **Sergio Moreno Gil**, Institute of Sustainable Tourism and Economic Development (Tides), University of Las Palmas de Gran Canaria, Las Palmas, Spain
- **Vanessa GB Gowreesunkar**, Director, Sustainable Tourism for Small Island Developing States (SIDS) and Africa (STORSA), ANPRAS, Port Louis, Mauritius
- **Sawsan Khries**, University of Yarmouk, Irbid, Jordan
- **Carolin Lusby**, Florida International University, Miami, USA
- **Angelo Presenza**, University of Molise, Italy

Scholar

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.
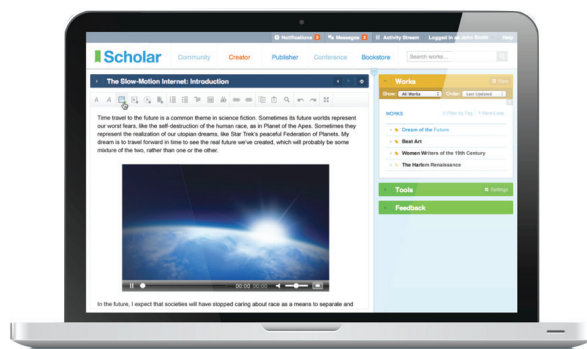
Utilize Your Free Scholar Membership Today through

- Building your *academic profile* and list of published works.
- Joining a community with a *thematic or disciplinary focus.*
- Establishing a new Research Network *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.

Scholar

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 Research Network 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 Research Network 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.

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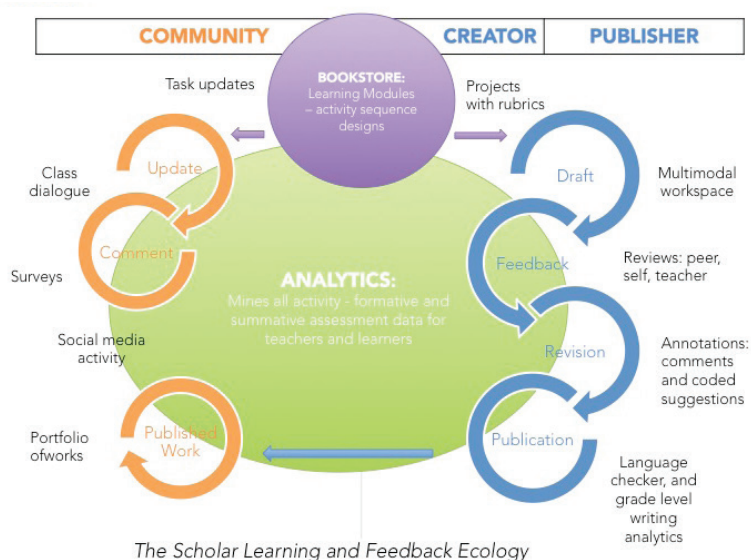
Scholar is a generation beyond learning management systems. It is what we term a *Digital Learning Platform*—it transforms learning by engaging students in powerfully horizontal "social knowledge" relationships. **For more information, visit: http://knowledge.cgscholar.com.**

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
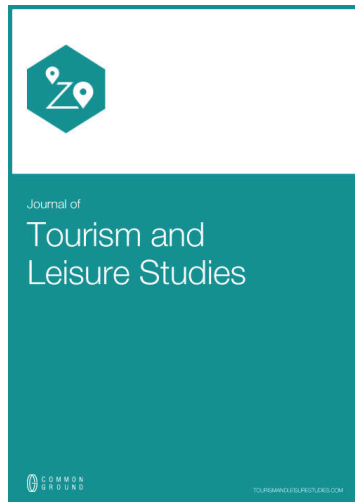
About

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

Reviewers

Articles published in the *Journal of Tourism and Leisure Studies* are peer reviewed by scholars who are active members of the Tourism & Leisure Studies Research Network. 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 Research Network, 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 Reviewers 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 Reviewers contribute significantly to the overall editorial quality and content of the journal.

The Publication Process

Our long-time authors are no-doubt familiar with using our CGPublisher system to submit and track the progress of articles for publication. After fifteen years of dependable service, we are making preparations to give CGPublisher a well-deserved retirement. As we preparing for this exciting change, some of the familiar processes will be changing. Authors will still receive messages throughout each phase of the publication process and can contact support@cgnetworks.org with any questions or concerns.

Step 1: Review the Requirements

All article submissions must meet the Article Requirements listed on our Author Guidelines page: http://cgnetworks.org/support/author-guidelines. Before submitting your article, please thoroughly review these requirements, and revise your article to follow these rules. Initial submissions that do not meet these requirements will be returned to the author(s) for revision.

Step 2: Upload the Submission

Once you have revised your initial submission to meet the article requirements, please visit our Article Submission page: http://cgnetworks.org/support/submit.

Step 3: Checking Progress

Once your article is received, you will receive updates on the status of its progress. During this time, legacy submissions will continue to be managed in CGPublisher while newer submissions will be managed internally by the editorial staff. Authors of both newer and legacy submissions will continue to receive status updates on the progress of their article.

- CGPublisher users can see the status an article by logging into CGPublisher at www.cgpublisher.com and status updates will be sent via email from cgpublisher.com.
- Authors of newer submissions can learn the status an article by contacting articlestatus@cgnetworks.org and status updates will be sent via email from articlestatus@cgnetworks.org.

Step 4: Initial Submission Accepted for Peer Review

Submitted articles are then verified against the Article Requirements (listed in the Author Guidelines). 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. Please note, during this time authors are eligible to be selected as a reviewer for other articles in this same stage. Full details regarding the rules, expectations, and policies on peer review can be found on our Publication Ethics page listed under the Peer Review Policies section and our Publication Ethics and Malpractice Statement section: http://cgnetworks.org/journals/publication-ethics.

Step 5: Peer Review Decision

When both referee reports are returned, and after the referees' identities have been removed, you will be notified by email and provided with the reviewer reports. Articles that have been rejected once in the peer review process are allowed a second opportunity to be reviewed by two new reviewers. To be reviewed by two new reviewers, you will need to make revisions based on the comments and feedback of the first round of review, and these changes must be detailed using a change note: http://cgnetworks.org/support/change-note-journal-article. If an article is not accepted by peer review after this second opportunity, it will be withdrawn from consideration.

Step 6: Membership Confirmation

If your article has been accepted or accepted with revisions, it will enter the membership confirmation stage. We require at least one author associated with the article to have a unique Network Membership or Conference registration: http://cgnetworks.org/support/register-for-a-membership. Please note, a paid conference registration includes a complimentary Research Network Membership, which will allow you to skip this step.

Step 7: Publication Agreement

Next you will be asked to accept the Publishing Agreement. If you are interested in Hybrid Open Access, this step is the best time to register for Open Access Publication: http://cgnetworks.org/journals/hybrid-open-access.

Step 8: Prepare the Final Submission

After the publication agreement is final, you will have thirty days to complete any revisions to your final submission and return your article. Please ensure your final submission meets the Final Submission Requirements before returning your article: http://cgnetworks.org/support/final-submission-downloads-and-guides. This includes such criteria as the correct the use of the Chicago Manual of Style (seventeenth edition) and the other listed requirements: http://cgnetworks.org/support/chicago-manual-of-style-citations-quick-guide. Articles that have been accepted with revisions will require a change note to be included with the final submission. Articles that do not meet these requirements will be returned for revision until these requirements are satisfied.

Step 9: Final Checks ("Ready for Typesetting" in CGPublisher)

Once we have received the final submission of your article, our Publishing Department will give your article a final review. During this step, CGPublisher users will see a workflow status listed as "Ready for Typesetting," indicating that the final submission is ready for inspection.

Step 10: Copy Editing and Proof Inspection

If the final submission meets the Final Submission Requirements, the article will enter Copy Editing. During Copy Editing, our editorial staff will note minor problems with citations, references, grammar, spelling, or formatting. The author(s) will be responsible for correcting these noted problems. Careful adherence to the article template and the citation style guide will greatly minimize the need for corrections. After all copy editing notes have been resolved, we will create a typeset proof for the author(s) to inspect.

Step 11: Article Publication

Individual articles are published "Web First" to our CG Scholar Bookstore: https://cgscholar.com/bookstore. After web-first publication, complete journal issues follow annually, biannually, or quarterly depending on the journal. Web-first published articles include a full citation and a registered DOI permalink. Be sure to keep your CG Scholar profile up-to-date (https://cgscholar.com/identity) and add your ORCID iD (https://orcid.org/register) to maximize your article visibility.

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 One – 15 January
- Submission Round Two – 15 April
- Submission Round Three – 15 July
- Submission Round Four – 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 will 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@cgnetworks.org.

International Award for Excellence

The *Journal of Tourism and Leisure Studies* presents an annual International Award for Excellence for new research or thinking that has been recognized to be outstanding by members of the Tourism & Leisure Studies Research Network. All articles submitted for publication in The *Journal of Tourism and Leisure Studies* are entered into consideration for this award. The winning article is selected from the ten highest-ranked articles emerging from the review process and according to the selection criteria outlined in the reviewer guidelines.

Award Winners, Volume 2

Polyxeni Moira, Professor, Department of Tourism Industry Management, Piraeus University of Applied Sciences, Aigaleo, Greece

Dimitrios Mylonopoulos, Professor, Department of Business Management, Piraeus University of Applied Sciences, Aigaleo, Greece

Aikaterini Kontoudaki, Greek Ministry of Tourism, Directorate of International Relations, Greece

For the Article

"The Application of Slow Movement to Tourism: Is Slow Tourism a New Paradigm?," *Journal of Tourism and Leisure Studies*, Volume 2, Issue 2, pp. 1–10

Abstract

Tourism as a leisure activity is clearly the dominant form of recreation in the twenty-first century. For years, mass tourism was the main form of tourism; however, although academics broadly use the term "mass tourism," there is no universally accepted definition for it. Interestingly, there are not many writings that refer to the concept of mass tourism; in existing texts, it is common for authors to use the phrase "mass tourism" without defining it. Moreover, many authors prefer to refer to other writers than to define "mass tourism" in their own words. The lack of a commonly accepted definition for mass tourism is likely because the nature of tourism is multifaceted and, as an activity, is approached from different scientific fields. But the absence of a conceptual determination for mass tourism creates methodological problems, particularly when referring to its new and opposite trend—namely, the alternative forms of tourism. In recent years, significant changes in tourism demand have been recorded. The tourist choices, particularly from "mature" countries of origin, seem to have changed radically. Although some tourists, especially those derived from new markets (Russia, China, etc.), continue to follow the mass standards, many of the so-called "mature and experienced" markets seek to experience something totally different. Thus, mass tourism gradually gives way to the independent or selective tourism and, by extension, to the alternative forms of tourism. What is known in English as "slow tourism" is one of the new trends in contemporary tourism. This trend emerged from the wider trend of the so-called "Slow Movement." By extension, slow tourism contrasts with the hitherto prevailing trend of mass tourism or fast tourism. An intense dialogue has developed over the difficulties to define and accept a concrete concept for "slow tourism." This article is an effort to define and clarify the different meanings and aspects of "mass tourism" and "slow tourism" by conducting a literature review and, finally, concluding that slow tourism seems to be "authentic tourism."

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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.

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Conference History

Founded in 2016, the International Conference on Tourism and Leisure Studies is brought together to explore the economic, cultural, and organizational aspects of tourism and leisure.

The International Conference on Tourism and Leisure Studies is built upon four key features: Internationalism, Interdisciplinarity, Inclusiveness, and Interaction. Conference delegates include leaders in the field as well as emerging scholars, who travel to the conference from all corners of the globe and represent a broad range of disciplines 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.

Past Conferences

- 2016 - University of Hawaii at Manoa, Honolulu, Hawaii
- 2017 - University of British Columbia, Robson Square, Vancouver, Canada

Plenary Speaker Highlights

The International Conference on Tourism and Leisure Studies has a rich history of featuring leading voices from the field, including:

- Amareswar Galla, Curator of Amaravathi Heritage Town, A.P. India (2017)
- Christina Cameron, Université de Montréal, Montreal, Canada (2017)
- Sergio Moreno Gil, Professor, Universidad de Las Palmas de Gran Canaria, Canary Islands, Spain (2016)

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Common Ground Research Networks has a long history of meaningful and substantive partnerships with universities, research institutes, government bodies, and non-governmental organizations. Developing these partnerships is a pillar of our Research Network agenda. There are a number of ways you can partner with a Common Ground Research Network. Contact us at support@tourismandleisurestudies.com to become a partner.

Conference Principles and Features

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

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 15 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 network. 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 research network 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 network.

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 a moderator. 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.

Virtual Lightning Talk

Lightning talks are 5-minute "flash" video presentations. Authors present summaries or overviews of their work, describing the essential features (related to purpose, procedures, outcomes, or product). Like Paper Presentations, Lightning Talks are grouped according to topic or perspective into themed sessions. Authors are welcome to submit traditional "lecture style" videos or videos that use visual supports like PowerPoint. Final videos must be submitted at least one month prior to the conference start date. After the conference, videos are then presented on the network YouTube channel. Full papers can based in the virtual poster can also be submitted for consideration in the journal.

Virtual Poster

This format is ideal for presenting preliminary results of work in progress or for projects that lend themselves to visual displays and representations. Each poster should include a brief abstract of the purpose and procedures of the work. After acceptance, presenters are provided with a template and Virtual Posters are submitted as a PDF. Final posters must be submitted at least one month prior to the conference start date. Full papers based on the virtual poster can also be submitted for consideration in the journal.

Thursday, 17 May

8:00–9:00	Conference Registration Desk Open
9:00–9:30	Institutional Conference Opening—Isaac Castellano San Ginés, Consejero de Turismo, Cultura y Deportes, Gobierno de Canarias, Spain; Ángel Vázquez, Lanzarote Tourism Councillor, Spain; Héctor Fernández, Turismo Lanzarote Managing Director, Spain; Dr. Rafael Robaina Romero, President University Las Palmas de Gran Canaria, Spain
9:30–9:50	Common Ground Research Networks Opening—Dr Phillip Kalantzis-Cope, Common Ground Research Networks, USA
9:50–10:20	Plenary Session—Dr Simon Hudson, Endowed Chair, Hotel, Restaurant, and Tourism / Center Director, Smartstate, School of Hotel, Restaurant and Tourism Management, University of South Carolina, USA *"From MAMILS to Millennials. Keeping up with the Evolving Sport Tourist"*
10:20–10:50	Plenary Session—María Mendez Castro, Economist, Manging Director, Promotour Tuismo de Canarias, Spain *"Canary Islands. The Strategy Behind a Brand."*
10:50–11:20	Plenary Session—Dr Don Getz, Professor Emeritus of Tourism, Tourism Department, University of Calgary, Canada *"Creating and Managing Event Portfolios: The Example of Food and Wine Events"*
11:20–11:50	Garden Conversation
11:50–12:35	Talking Circles Room 1— 2018 Special Focus: Building Bridges to Sustainability—Tourism, Culture, Gastronomy, and Sport 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
12:35–13:50	Parallel Sessions
13:50–14:30	Lunch
14:30–15:45	Parallel Sessions
15:45–16:00	Coffee Break
16:00–17:15	Parallel Sessions
17:15–17:45	Local Wine and Cheese Tasting—sponsored by the Instituto Canario de Calidad Agroalimentaria (ICCA), Gobierno de Canarias

Friday, 18 May

8:30–9:00	Conference Registration Desk Open
9:00–9:15	Daily Update
9:15–9:45	Plenary Session—Dr Maria Gravari-Barbas, Director, Institute for Research and High Studies on Tourism, and Coordinator, UNESCO Chair "Tourism, Culture, Development," Paris 1 - Sorbonne University *"Tourism and Heritage: Towards a New Paradigm of Sustainability"*
9:45–10:15	Plenary Session—Hector Fernández, CEO, Sociedad de Promoción Exterior de Lanzarote, Spain *"Lanzarote: Strategic Planning for the Sustainable Development in a Destination"*
10:15–10:45	Plenary Session—Dr Carmelo J. León, Professor, Universidad de Las Palmas de Gran Canaria, Spain *"Tourism Beyond Sustainability: The Consumer, the Society, and the World"*
10:45–11:15	Garden Conversation
11:15–11:25	Transition Break
11:25–12:40	Parallel Sessions
12:40–13:20	Lunch
13:20–14:35	Parallel Sessions
14:35–14:50	Coffee Break
14:50–16:30	Parallel Sessions
16:30–16:45	Break
16:45–18:00	Parallel Sessions
18:15	Meet at Registration Desk for Transportation to Conference Closing and Awards Dinner at Jameos del Agua

Pre-Conference Lanzarote Case Study Field Trip

The day before the conference begins, join us on a pre-conference tour of the main attractions of the island: Montaña del Fuego –Timanfaya National Park, Monumento al Campesino, La Geria (wine region), Fundacion César Manrique, Los Clicos (Green pond), and more. Engage with the managers and policy makers of these attractions and learn about their issues and challenges. Gain an in depth knowledge surrounding the main tourists attractions of Lanzarote. This event also includes lunch, sponsored by the conference partners at Monumento al Campesino - CACT Lanzarote.

In addition to sight-seeing, attendees will analyse and experience a real case study that can be used for teaching purposes when returning to their home institutions. A written case study will be given to every participant.

Case study—*Building Bridges to Sustainability: when Arts and Culture meet Tourism*

About the Host City: Lanzarote
Lanzarote raises awareness and promotes sustainability in the destination using artistic interventions, through the singular vision of Cesar Manrique, where arts and nature coexist in perfect harmony. Conscious of the unique originality of the island landscape, César Manrique promoted an ambitious creative project of intervention in the territory, whose main axis is the preservation and conservation of the environment and culture. The relationship between art and nature is described through interventions in harmony with the territory and the landscape of a sensitive insular space as Lanzarote.

Lanzarote is a European leading destination, receiving around 3 million tourists per year. It is the easternmost of the autonomous Canary Islands in the Atlantic Ocean and is 1,000 km off of the Iberian Peninsula and 140 off of the African coast. It has an area of 845.93 km. and a population of 135,000 inhabitants.

Pre- Conference Welcome Reception

The Lanzarote Tourism Board, the Universidad de las Palmas de Gran Canaria, Common Ground Research Networks, and the Tourism & Leisure Studies Conference will be hosting a Welcome Reception at Café del Puerto, located in walking distance from the conference hotel. The reception will be held the evening before the conference commences, **Wednesday, 16 May 2018**. Join other conference delegates, our conference partners, and plenary speakers for drinks, light hor d'oeuvres, and a chance to converse.

Complimentary Wine and Cheese Tasting

Thanks to our conference partners, **Thursday, 17 May**, all conference participants are welcome to join a complimentary wine and cheese tasting. The tasting will take place directly following sessions on the first day of the conference. So please join your fellow conference delegates, plenary speakers, and conference partners for a chance to sample local wine and cheeses from Lanzarote.

This tasting is sponsored by the Instituto Canario de Calidad Agroalimentaria (ICCA), Gobierno de Canarias.

Conference Award Ceremony and Closing Dinner - Jameos del Agua

Friday, 18 May | Time: Directly following sessions | Cost: US$30.00*

Location: Meet at the conference registration desk directly following sessions on the last day for transportation to the restaurant

This year's Conference Closing and Award Ceremony will be held at Jameos del Agua.

From the restaurant: "Jameos del Agua is a place on earth where nature and mankind decided to come together. Designed by the local artist César Manrique who transform what used to be debris of a volcanic tube with lava flowing from Volcán de la Corona, into a unique place in the world. It was his privileged mind and hands full of life, the ones that gave shape to the rough black basalt, a place where peace and quiet, harmony and beauty prevail.

The pristine water pool, and the never-ending Atlántida tunnel that goes deep into the Atlantic, help visitors enjoy a personal experience difficult to forget. Jameos del Agua is the first Art, Culture and Tourism Centre ever to be created by César Manrique, and for many, it is also a reflection of his aesthetic ideals: harmony between nature and art."

*This price has been subsidized by our conference partner, the Lanzarote Tourism Board.

Dinner Menu

First Course
Filo pastry mille-feuille stuffed with mushrooms, foie, and prawns
Mandarin and lime sorbet

Main course
Option 1: Salmon loin marinated in soy, sautéed spinach, raisins, and pine-nuts with light cream of avocado and lime
Option 2: Beef cheeks, vegetables and sweet potato purée with vanilla flavour

Dessert
Chocolate ingot on custard

Drinks Offered
Water
Malvasia white wine from Lanzarote or Red wine from Rioja
Coffee or Tea

Maria Gravari-Barbas

"Tourism and Heritage: Towards a New Paradigm of Sustainability"

Maria Gravari-Barbas has a degree in Architecture and Urban Design (University of Athens, 1985), and a PhD in Geography and Planning (Paris 4 – Sorbonne University, 1991). She was Fellow at the Urban Program of Johns Hopkins University, Baltimore, USA (1990). She is the Director of the Institute for Research and High Studies on Tourism (Institut de Recherches et d'Etudes Supérieures du TourismeTourisme, IREST) of Paris 1 – Sorbonne University and of the IREST, a multidisciplinary research team dedicated to tourism studies, with a main focus on cultural heritage, development, and urban-tourism evolutions. Maria is the coordinator of the UNESCO Chair "Tourism, Culture, Development" of Paris 1 – Sorbonne University and of the UNITWIN network of the same name, comprising more than 25 top level universities all around the World. She is invited professor in different Universities in Europe, the States and Latin America. She is the author of several books and papers related to tourism, culture, and heritage.

Don Getz

"Creating and Managing Event Portfolios: The Example of Food and Wine Events"

Don Getz is a professor in the Tourism and Hospitality Management program at the Haskayne School of Business. He holds a BES from the University of Waterloo, an MA from Carlton University, and a PhD from the University of Edinburgh. Before joining the University of Calgary, he began his teaching career as an assistant professor at the University of Waterloo in the Department of Recreation and Leisure Studies. Don is an ongoing visiting professor of Events Management at Griffith University in Australia, and an ongoing visiting professor at Sheffield- Hallam University in England. Don teaches international tourism, planning and policymaking, resort management and event management. His ongoing research involves special-interest tourism (i.e. wine) and event–related issues such as management, event tourism, and events and culture. The research that he conducts often has a particular focus on the effects or impacts of tourism and recreation on people, the environment, and the economy.

Simon Hudson

"From MAMILS to Millennials. Keeping up with the Evolving Sport Tourist"

Simon Hudson received his M.B.A. from the California State University and his Ph.D. in Consumer Behavior from the University of Surrey, UK. Simon is an internationally recognized tourism expert who has written books on golf tourism, the international ski industry, sports and adventure tourism, and tourism marketing. Prior to coming to the U.S as a SmartState Endowed Chair at the University of South Carolina, he held academic positions at universities in Canada and England, and has worked as a visiting professor in Australia, Austria, Fiji, New Zealand, Spain, and Switzerland. He has also taught twice on Semester at Sea, a floating shipboard campus that integrates multiple-country study, interdisciplinary coursework, and hands-on field experiences for meaningful engagement in the global community. Prior to academia, Hudson spent several years working in the tourism industry in Europe. Hudson has written eight books. His first, published in 2000 and called Snow Business, was the first book to be written about the international ski industry, and Sports and Adventure Tourism was an edited text that came out in 2003. His third book (in two editions), Marketing for Tourism and Hospitality: A Canadian Perspective, has sold more than 10,000 copies, and Tourism and Hospitality Marketing: A Global Perspective was published in 2008. His 2010 book, Golf Tourism, was the first text written about this vast and growing worldwide industry, and he has since written a second edition. In 2013 he published a book called Customer Service for Tourism & Hospitality (with a second edition already in the works), and then in 2015 he published Winter Sport Tourism: Working in Winter Wonderlands. His latest book is called Marketing for Tourism, Hospitality, and Events and is published by Sage in London. The marketing of tourism is the focus of his research, and in addition to the books, he has published around 70 refereed journal articles from his work. Hudson is frequently invited to international tourism conferences as a keynote speaker.

Carmelo J. León

"Tourism Beyond Sustainability: The Consumer, the Society, and the World"

Carmelo J. León is Professor of Applied Economics at the Universidad de Las Palmas de Gran Canaria since 2002. He is the Director of the Institute of Tourism and Sustainable Economic Development (TiDES), and also holds the role of UNESCO Chair of Tourism Planning and Sustainable Development. He has a degree in Economics from the University of La Laguna, and a Doctorate in Economics from the University of Las Palmas. He also obtained a Masters in Economics from the University of Manchester. He is interested in consumer and human behavior, arts and culture, and tourism and the environment.

María Mendez Castro

"Canary Islands. The Strategy Behind a Brand."

María Méndez Castro is an economist and Managing Director of Promotur Turismo de Canarias, a public company responsible for designing and executing projects and marketing actions of Canary Islands tourist brand. Among its actions are the tourist intelligence, the improvement of air connectivity, and the management of the Canary Islands brand, as well as the promotion of tourist destinations, products, and services of the Islands. Promotur Turismo de Canarias has been nationally and internationally recognized, with more than 50 awards in recent years for its innovative communication strategy and air route development.

Hector Fernández Manchado

"Lanzarote: Strategic Planning for the Sustainable Development in a Destination"

Hector Fernández Manchado works in the field of tourism promotion where he guides the direction of the Tourism Board and the Foreign Promotion Society of Lanzarote. He holds a Masters in Management of Tourism Companies from the Universidad de las Palmas de Gran Canaria (ULPGC) and a Masters in Environmental Tourism Management from the Polytechnic University of Madrid. In addition to his studies, Hector holds more than 13 years of academic experience at the University School of Tourism of Lanzarote, attached to the ULPGC. He has also completed the first phase of the third cycle of university studies, through the doctorate courses of the Department of Economics and Business Management (ULPGC). His research focuses on management of tourist destinations.

Pedro Calero

Pedro Calero is a lecturer at the Lanzarote University School of Tourism, of which he was Director for five years. He is doing the PhD program in Tourism, Economics, and Management at the Universidad de Las Palmas de Gran Canaria. His research interest is on knowledge, innovation, entrepreneurship, and sustainable tourism development. He is member of the Economic Group of Lanzarote Biosphere Reserve Observatory. Most recently, he was Managing Director of the public company of the Canary Islands Government School Hotels HECANSA, promoting an innovative dual training model in the hotel and catering sector.

Tatitana David-Negre

Tatiana David-Negre, is a PhD student at the University of Las Palmas de Gran Canaria and she is part of the researcher staff at the Institute of Tourism Studies and Economic and Sustainable Development (Tides) since 2014. Her research focuses on tourism marketing, destination marketing and management, tourism image, tourist's behavior, customer experience, and social network analysis.

Daura Vera Déniz

Daura Vera is currently a student of the Master in Integral Development of Tourist Destinations at the University of Las Palmas de Gran Canaria. She graduated from the School of Tourism in Lanzarote and also has work experience within this area in Austria, Germany and the UK. Her research interests are within marketing and sustainability.

Seth Kirby

Seth is a Doctoral Researcher and Associate Lecturer based at the Lord Ashcroft International Business School, Anglia Ruskin University. His research interests are broad and include topics such as events, festivals, legacy, regeneration, leveraging, and sustainability. Seth has taught at undergraduate level on the Tourism Management and Events Management programmes since October 2016. He previously worked for a number of organizations in various marketing and communications roles. More recently, his roles included an events and engagement position for a UK and Ireland sustainability association, managing the organisation's regional events programme for higher and further education institutions of over 200 members.

Jen Velarde-Menary

Jen recently earned her Masters Degree in Sports Management from the University of the Pacific in Stockton, California. For her research thesis at the University of the Pacific she proposed "Small-scale Sport Event Tourism and Sustainability: A Case Study in Torres del Paine National Park", which was approved and later funded by the University. Jen received the Pacific Fund from the University to travel to Torres del Paine National Park to gather fieldwork notes and ethnographic data. This thesis was a merger of academic interests for Jen. Her undergraduate degree is in Hospitality Management and Tourism from the University of Kentucky. During her time at Kentucky, Jen worked on a junior thesis in Panama focusing on economic, sustainable, and agricultural elements of tourism throughout the country led by well-known tourism researcher and academic, Jason Swanson, PhD. Professionally, Jen's background is grounded in marketing. She is currently the Assistant Director of Marketing at the University of Denver Athletics and Recreation where she works cross-departmentally to engage with students, faculty, staff and the surrounding public. Prior to Denver, Jen worked on the Grand Opening of the Mashouf Wellness Recreation Center at San Francisco State University. In this emergency hire role, she took charge of laying the groundwork for marketing strategies, initiatives and staffing for the department. At the University of the Pacific Jen served a two year term as the Graduate Assistant of Marketing for the Recreation Department. Although her professional and academic interests may seem different, Jen is professionally and intellectually stimulated by both. She looks forward to continuing her career in marketing and staying relevant in the academic sphere of tourism and leisure studies. She is a hopeful PhD candidate in the coming year!

Arminda Almeida Santana

Arminda Almeida Santana is part of the research staff at Institute of Tourism Studies and Economic and Sustainable Development (Tides) at the University of Las Palmas de Gran Canaria since 2013. Her dissertation was rated with the highest mark "Cum Laude" and obtained the "International PhD Mention". Moreover, it has been finalist for the Tribuna Fitur Jorge Vila Fradera 2018 Award. Arminda research interests focus on loyalty, branding, brand management, consumer behavior, hospitality marketing, destination marketing, and management, customer experience and satisfaction, social media, and digital destinations. She has published international papers (Tourism Management, Journal of Destination Marketing and Management, Island Studies Journal, to name a few.)

Tina Segota

Tina Šegota is a lecturer in the Department of Marketing, Events, and Tourism at the University of Greenwich. She holds a PhD in Marketing Communications from the Faculty of Social Sciences, University of Ljubljana, and she is also a PhD candidate in Tourism at the Faculty of Economics, University of Ljubljana. Her research interest is on seasonality and sustainable tourism development, with a passionate focus on local residents. She is also interested in destination image, self-congruity, and destination advertising. Tina's academic citizenship has been recognized and awarded, and she has published her work in books and leading journals.

Eric Zvangia

Eric Zvaniga is currently a full-time Lecturer in the Faculty of Management at the University of British Columbia Okanagan Campus, as well as the acting lead for UBC's Vancouver, Vantage One Management stream at the Okanagan campus. Previously he was employed as the Global Data Strategy Manager, Data Governance & Strategy, Cisco Systems Inc. Eric's professional experience across different industries and entrepreneurial engagements provides a unique insight into strategic approaches impacting corporate transformation (UBC, Cisco Systems Inc., Idea People, and IBM). Innovation, collaboration, and global holistic considerations are fundamental to Eric's experience, education, and early career achievements. Eric is pursuing a lifelong learning dream, as he works towards a Doctorate of Business Admiration (DBA) at Athabasca University, Alberta, Canada. He aspires to be a Doctoral Candidate by May 2018 and complete his degree in early 2019. His research is investigating "Tourists' Destination Choice: Examining the Role of Involvement in Place Attachement." Residing in Kelowna, BC, Canada; Eric supports his community volunteering and providing social responsibility insights for We Day, Food Banks, and with membership in the (44 years) Royal Canadian Legion Branch 272 Cambridge, Ontario.

Thursday, 17 May
08:00-09:00   **Conference Registration Desk Open**
09:00-09:30   **Institutional Confereence Opening**
Isaac Castellano San Ginés, Consejero de Turismo, Cultura y Deportes, Gobierno de Canarias, Spain Ángel Vázquez, Lanzarote Tourism Councillor, Spain Héctor Fernández, Turismo Lanzarote Managing Director, Spain Dr. Rafael Robaina Romero, President University Las Palmas de Gran Canaria, Spain
09:30-09:50   **Common Ground Research Networks Opening**
Dr. Phillip Kalantzis-Cope, Common Ground Research Networks, USA
09:50-10:20   **Plenary Session**
Dr. Simon Hudson, Endowed Chair, Hotel, Restaurant and Tourism / Center Director, Smartstate, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, USA "From MAMILS to Millennials. Keeping up with the Evolving Sport Tourist"
10:20-10:50   **Plenary Session**
María Mendez Castro, Economist, Managing Director, Promotur Turismo de Canarias, Spain "Canary Islands. The Strategy Behind a Brand. "
10:50-11:20   **Plenary Session**
Dr. Don Getz, Professor Emeritus of Tourism, Tourism Department, University of Calgary, Canada "Creating and Managing Event Portfolios: The Example of Food and Wine Events"
11:20-11:50   **Garden Conversation**
11:50-12:35   **Talking Circles**
Room 1- 2018 Special Focus: Building Bridges to Sustainability—Tourism, Culture, Gastronomy, and Sport 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
12:35-13:50   **PARALLEL SESSIONS**
Room 1   **Impacts of Leisure on Tourism** **Small-scale Sport Event Tourism and Sustainability: A Case Study in Torres del Paine National Park, Chile** Jennifer Velarde, University of the Pacific, Stockton, United Kingdom Small-scale sport events have been argued to be a sustainable form of tourism development for communities (Gibson, 1999). This study analyzes four small-scale sport events all operated by NIGSA (Nómadas International Group SA) in the Magallanes region of Chile. The four events at the core of this study were: Patagonian Expedition Race, Patagonian International Marathon, Ultra Trail Torres del Paine, and the Ultra Fiord which operate partially or completely inside the Torres del Paine National Park. As a biosphere reserve established by the United Nations, Torres del Paine National Park requires a sustainable perspective of event sport tourism. A 2011 alteration of biosphere reserve qualification criteria from the United Nations Educational, Scientific, and Cultural Organization (UNESCO) has heightened the need for protection, preservation, and responsible management of Torres del Paine National Park and the small-scale sport events being studied. This document includes sustainability and event sport tourism literature, a detailed methodology, findings and discussion from the data collected, and a few suggestions for the industry and event organizers. This study reveals development potential or lack thereof as a result of small-scale event sport tourism in the Torres del Paine National Park. *Changing Dimensions of Contemporary Tourism, Tourism and Leisure Industries, Critical Issues in Tourism and Leisure Studies*

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Thursday, 17 May	
12:35-13:50	**PARALLEL SESSIONS**

Leisure Attributes of the Destination Product: Importance for Tourists and Impact on Their Feelings at a Destination

Lina Anastassova, Bourgas Free University

Defining leisure is not an easy task and the efforts of academia in this research field reveal that it can not be reduced to a simple definition. The research field of leisure has therefore become more integrated with other fields of research (Hederson, Presley, and Bialeschski, 2004; Blackshaw, 2010). This empirical study conducts a literature and research review of preferred leisure activities at summer resorts in different countries in order to compose a list of leisure attributes of summer destination product, examines and defines the importance of various leisure attributes of the destination product according to the holiday makers in the destination, identifies the leisure attributes' impact on the tourists' feelings with regard to their social-economic, national, gender, and age characteristics. For the purposes of operationalization of destination product leisure attributes, a list of leisure activities is developed which concerns only the augmented product of the destination without the basic components of the tourist product, the accommodation and eating facilities of the hotels. The sample type constructed for the purposes of this empirical study is a random sample from six countries, Germany, UK, Russia, Finland, Hungary, and Poland, which represent nearly 90% of the tourists coming to Sunny beach resort in Bulgaria. The data collection methods are descriptive, including personal written questionnaires collected from the respondents and tourist diaries completed in two seasons by eighty tourists from four countries. They had to describe experiences with various leisure attributes of the destination product extracted from the questionnaire and to relate every experience with different emotions. The paper encompasses survey results and the main practical implication of the study is that the destination management can change its marketing strategy according to the survey results and namely to put stress in its branding strategy on shift from promotion based on physical attributes of destination product towards a strategy based on promotion of leisure attributes of the destination product which are provoking strong positive feelings in tourists, like happiness and excitement. This kind of destination branding strategy will contribute to the stimulation of active holiday behavior beyond the 3S-holiday model and will add more emotional benefits to the destination brand loyalty.

Changing Dimensions of Contemporary Tourism

Lanzarote's Art, Cultural, and Tourism Visitor Centres and Their Links to Sustainable Tourism Marketing

Magdalena Carballo Fuentes, Universidad de Las Palmas de Gran Canaria, Spain

Rita Carballo, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Carmelo J. León, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Can distinctive natural assets in tourist destinations be artistically recreated and used to improve destination image and attract more visitors? This paper analyses the formation of the tourist image based on artistically recreated local nature icons, and shows how those images can enhance the overall destination image. It focuses on the island of Lanzarote, a destination with its development based on promoting an environmental image founded on the creation of a network of multifunctional, high quality art, culture and tourism centres exhibiting artistic recreation of its unique environmental assets. The methodology utilizes a questionnaire (n=453) structural equations modelling approach in which the overall image of the destination is directly dependent on the image of the environmental conditions and indirectly influenced by the image of the artistically recreated centres. Results show that the destination's image is significantly grounded on the image of the art, culture and tourism centres using art based on Lanzarote's natural assets. They suggest that destinations have relevant opportunities to artistically enhance natural assets to improve their tourist image and marketing, that quality multi-functional visitor centres can be important within a sustainable tourism policy, and part of the emerging breadth of approaches taken by sustainable tourism marketing.

2018 Special Focus: Building Bridges to Sustainability

Room 2	**Tourist Experience**

Reconstructing the Tourist Experience: Editing Experience and Mediating Memories of Learning to Dive

Dr. Stephanie Merchant, University of Bath, Bath, United Kingdom

Through an analysis of the mediative techniques involved in the production of videographic tourist memorabilia (specifically souvenir DVDs of learning to SCUBA dive), in this paper I render visible the often unconsidered aspects of visual media production that result in, not only visual images themselves, but also by extension, the construction of alternate realities of leisure space, tourist performance, and gap-year identity by young tourists and tourism operators. A connectionist approach to the study of memory is advocated highlighting that mediatory technologies, whilst acting as stimulants for recollection, actually inform and construct memories rather than transmitting realistic snippets of past experience. In the paper it is questioned whether "authenticity" is a relevant frame of reference bearing in mind that the "post-tourist" is often perfectly aware of the lack of authenticity in many tourist activities and happy to go along with a pretence. With this in mind, the paper concludes by stating that "reality" is arguably being edited-out of memories concerning tourism's places and practices through the production of commercially driven and produced "souvenirs."

Changing Dimensions of Contemporary Tourism, Changing Dimensions of Contemporary Leisure

Investigating Memorable Experiences with Robotics in Hospitality

Vincent Tung, The Hong Kong Polytechnic University, Hong Kong

Norman Au, The Hong Kong Polytechnic University, Hong Kong

There are growing applications of robotics in tourism and hospitality. However, few studies have examined what tourists remember and share after their experiences with robots. To address this gap, this working paper captures tourists' memorable experiences with robotics in hospitality settings based on consumer-generated reviews. These reviews are analyzed across five dimensions: embodiment, emotions, human-oriented perceptions, feeling of security, and co-experience. Excerpts are extracted from the reviews to provide insights into the role of robotics in these travel remarks.

Tourism and Leisure Industries

Thursday, 17 May	
12:35-13:50	**PARALLEL SESSIONS**
	Managing Overtourism at UNESCO Sites: A Focus on Angkor, Cambodia Dr. Claudia G Green, Pace University, New York City, United States Sofia Vaschetto, Pace University, New York City, United States After Angkor Wat was given the distinction of being among Trip Advisor's Top 10 Tourists Landmarks in 2016, many stakeholders acknowledged this recognition as a mixed blessing. The entire Angkor site is an area of 400 square kilometers. It is also called a "living site" which means within the area, there are over 300 villages of local residents living their daily lives and farming. In many cases, the local residents have lived there for centuries and the numbers of people living within the borders of Angkor continues to increase. To complicate matters, the site now receives two million tourists per year. That number is expected to grow to four million by 2020. Teams of Cambodia cultural heritage, tourism, archeology, and destination management professionals and temple guides are engaged in focus groups, brainstorming, benchmarking, and mapping to develop a tactical plan to address these challenges. Through this exercise, we developed a process for evaluating visitor flow, re-designing processes, and taking steps to mitigate the potential negative environmental, social, and economic impacts. The outcome of this process can be used as a guide for other UNESCO sites being challenged by increases in visitation. *2018 Special Focus: Building Bridges to Sustainability*
Room 3	**Imagining Destinations** **Satisfaction with a Destination and Recommendation: Differences between Relatives, Friends, and Other Travelers** Laurentina Vareiro, School of Management, Polytechnic Institute of Cávado and Ave, São Martinho, Portugal Recommendation from family and friends are considered to be the most credible source in the travel decision-making process. Since destination loyalty focuses on this variable, this study investigates tourists' motivations and perceived attributes of the city comparing the following two groups: those who indicated that they obtained travel information from relatives/friends (n = 120) and those who obtained information from other sources (n = 186). The research methodology consists of a quantitative approach based on a self-administered survey applied to travellers who visited Braga (Portugal) during 2017. The results indicated that there were some significant differences across the two groups with respect to demographic characteristics, tourists' motivations, and perceived attributes of the city. However, the groups did not differ in their global image of the destination and intention to recommend it to relatives and friends. *Changing Dimensions of Contemporary Tourism* **American College Students: Perceptions of and Travel Motivations for Visiting Costa Rica** Pavlina Latkova, San Francisco State University, Bath, United Kingdom Rachelle Wilson, San Francisco State University, San Francisco, United States The study explored Costa Rica's pre- and post-trip image using Echtner and Ritchie's (1991, 1993) destination holistic and unique image framework. Participants included fourteen students enrolled in a faculty-led international service-learning class that traveled to Costa Rica in spring 2016. Semi-structured interviews were conducted via Skype prior and after the trip. Two independent researchers conducted verbatim transcription of interviews, coded data, and identified emergent themes. Participants' perception of Costa Rica as an ecotourism destination and the opportunity to learn and to get involved with local communities were the main travel motivators. Media portrayed Costa Rica's "Pura Vida" was reflected in students' pre-trip interview responses. Participants expected to experience rich and unique biodiversity and happy people enjoying their life. Costa Rica's image of a prime ecotourism destination was confirmed in the post-trip interviews. Similarly to the pre-trip interviews, participants reported experiencing the pristine natural beauty and kind and hospitable people. In addition, they recalled a strong sense of community, cultural heritage, and environmental stewardship among minority cultures (i.e., Afro-Caribbean, indigenous Indians), and feeling safe while traveling. Costa Rica's image held by American college students suggests there is an increased awareness and demand for environmentally and socially responsible travel in this market. *Changing Dimensions of Contemporary Tourism* **Public Opinion and Tourism in Spanish Destinations: The Cases of Gran Canaria, Andalusia, and Malaga** Pedro Ernesto Moreira Gregori, Universidad de Las Palmas de Gran Canaria, Spain Juan Carlos Martin, Universidad de Las Palmas de Gran Canaria, Spain Concepción Román, Universidad de Las Palmas de Gran Canaria, Spain In this article we analyze the positive and negative impacts of tourism according to the opinion of residents of Gran Canaria, Andalusia, and Malaga, we compare similarities and differences. The methodology is based on surveys carried out in different periods of time and years. In Gran Canaria, the survey was administered by telephone to 504 residents. While in Andalusia the survey was based on face-to-face interviews with 1781 residents in the eight andalusian provinces. The unequal characteristics of both territories, both in extension and in population density, deserved to limit the Andalusian sample to its study. This is the motive we focus on comparing the views of residents in Malaga. For being also the most tourist province of the Autonomous Community (receives more than 30% of the total of the tourists). Both Malaga and Gran Canaria are mature and consolidated sun and beach tourist destinations. *Critical Issues in Tourism and Leisure Studies*
13:50-14:30	**Lunch**
14:30-15:45	**PARALLEL SESSIONS**
Room 1	**Building Bridges to Sustainability: Sustainable Development**

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Thursday, 17 May

14:30-15:45	**PARALLEL SESSIONS**

Role of Community Museums in Rural Tourism, Manitoba, Canada

Dr. Christopher D. Malcolm, Brandon University, Manitoba, Canada

Dr. Doug Ramsey, Brandon University, Manitoba, Canada

Rural tourism development is increasingly seen as a source for economic diversification in regions facing loss and restructuring of their traditional rural resource industries. One initiative in the pursuit of tourism economies are community museums, which often already exist in many communities. This paper introduces the results of a survey of visitors and interviews with museum directors, at eighteen community museums in southwestern Manitoba, Canada, conducted between June and September, 2015 and 2016. The questionnaire collected data regarding visitor demographics, purpose for visit, expectations, and satisfaction. Interviews with museum directors obtained information about museum operations. Visitors were primarily tourists (75.8%), many of whom planned their museum visit, illustrating that the museums are a touristic draw. Further, 30% of respondents indicated they would be visiting other museums in the region within the next few days, and 48.1% sometime in the future. Visitors reported high satisfaction for viewing and learning about museum displays. However, open-ended comments included statements that reflect difficulties in operations, such as desires for better lighting, air flow, labeling, and display organization. Museum directors elucidated these issues: the museums are run by an aging, volunteer staff, with little training in museum curation, that list a lack of volunteers, local interest, space, and operating capital as major difficulties. Some directors fear their museums will not exist within five to ten years. This paper argues that community museums, as sources of community identity and pride, should be recognized as an important and supported segment of sustainable rural tourism development.

Critical Issues in Tourism and Leisure Studies

Understanding Innovation in the Gastronomic Industry: Variety and Effectiveness of Innovative Practices in Touristic Restaurants in Cusco, Peru

Maria Elena Sanchez Zambrano, Pontificia Universidad Catolica del Peru, San Miguel, Peru

Prof. Mario Pasco, Pontifical Catholic University of Peru, Lima, Peru

Maria Elena Esparza, Pontificia Universidad Catolica del Peru, Lima, Peru

In the last few years, the Peruvian gastronomy has experienced an unprecedented success. Hundreds of new restaurants have emerged across the country, offering creative combinations of food and service. Surprisingly, there are very few systematic studies on practices of innovation within the sector, and research adopting a customer-based approach is practically nonexistent. In this regard, this paper has two purposes. First, it provides a detailed account of the variety of innovative practices along the dimensions of product, service, infrastructure, and socio-environmental issues. Second, it assesses the effectiveness of those practices in terms of cost-efficiency, clientele, and customer satisfaction. The study will focus on 120 touristic restaurants in Cusco, Peru, which is the main touristic destination in the country. The research methodology will include structured observation of restaurants as well as in/depth interviews with local experts. In this way, this research makes a contribution to the understanding of innovative practices in the gastronomic industry. In addition, it expects to provide a new tool for researchers interested in measuring sectoral innovations in developing countries.

Tourism and Leisure Industries

Characterization of Mass Nature Tourism: The Case of Masca (Rural Park of Teno, Tenerife)

Alberto Jonay Rodríguez Darias, Universidad de La Laguna, Spain

Moisés Simancas Cruz, Universidad de La Laguna, Spain

Pilar Peñarrubia Zaragoza, Universidad de La Laguna, Spain

Alberto Jonay Rodríguez Darias, Universidad de La Laguna, Spain

The village of Masca, with more than 700,000 annual visits, is a tourist resource of the first order; playing a major role both in the activities offered and in the image projected in the tourist system of the destination Tenerife. The ways of using this space, the activities developed, the profile of visitors and the impacts generated are very heterogeneous. This paper presents a diagnosis of the tourist system that is manifested in the village from a polyhedral perspective and analyzes the experience linked to the project for the implementation of the Masca Nature Centre, which includes the characterization of tourists from a survey of 601 visitors.

2018 Special Focus: Building Bridges to Sustainability

Room 2	**Tourism and Technology**

Use of Internet Platforms by Tourists: A Social Network Analysis

Tatiana David Negre, Universidad de Las Palmas de Gran Canaria, Spain

Dr. Arminda Almeida Santana, Universidad de Las Palmas de Gran Canaria, Spain

Juan M. Hernández, Universidad de Las Palmas de Gran Canaria, Spain

Dr. Sergio Moreno Gil, Universidad de Las Palmas de Gran Canaria, Spain

This study analyses the structure of links amongst the main e-tourism platforms used by tourists in nineteen European countries, identifying the existence of a pattern known as core-periphery. This study is based on a computer-aided Web interview (CAWI) carried out on 13,243 tourists. The analyses were performed by means of the UCINET software, which is specialized in Social Network Analysis (SNA) focused on detecting key network players (social media, OTAs, etc.). Through this methodology, a number of 473 platforms were analysed, calculating degree centrality and betweenness centrality. The results reveal the specific characteristics of the networks by country. To better understand the e-tourism network, four examples of platforms with predominant role are studied and visually represented through ego-networks. The results are also shown by countries to better comprehend the e-tourism network. This study helps understand from an innovative methodological approach the behaviour of European tourists when using e-tourism information sources for choosing their travel destination, and how platforms are connected modelling a complex network. The results helps to improving the segmentation and promotion strategy through e-tourism platforms.

Critical Issues in Tourism and Leisure Studies

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Thursday, 17 May

14:30-15:45	**PARALLEL SESSIONS**

Cultural Tourism's Convergence-Divergence in Europe: Social Media

Dr. Arminda Almeida Santana, niversidad de Las Palmas de Gran Canaria, Spain

Dr. Sergio Moreno Gil, niversidad de Las Palmas de Gran Canaria, Spain

Dr. José Boza-Chirino, Universidad de Las Palmas de Gran Canaria, Spain

The globalisation of markets has led destination marketing organisations to question whether their marketing strategies should appeal to cultural convergence or divergence, both in the media to be used and in the content to be communicated. This study investigates the following phenomena: "cultural-convergence" and "media-convergence." Understanding the relationship between them will serve as a tool for destination marketing organisations in the development of their communication strategies, as they will be able to know what social media to use to best reach each culture. The results of this study, which uses data from seventeen European countries, add interesting conclusions to the discussion on cultural divergence in tourism and "marketing-convergence."

Critical Issues in Tourism and Leisure Studies

Exploring Opportunities and Challenges of Applying Educational Robotics to Hospitality and Tourism Education

Anne Tang, The Hong Kong Polytechnic University, Hong Kong

Vincent Tung, The Hong Kong Polytechnic University, Hong Kong

Research in robotics is progressing rapidly, diffusing beyond the traditional domains of engineering and computer science, and opening new possibilities for education. Educational robotics refer to the application of robotic equipment as a teaching resource, often through design, programming, building, and/or implementation, to facilitate students' learning and development in an (inter)disciplinary manner. Despite increasing research into this area, the pedagogical implications of applying educational robotics in hospitality and tourism education remain under-studied. To address this gap, this working paper first reviews select applications of educational robotics from different disciplines within higher education, and then considers the range of salient opportunities and challenges that may affect the deployment of educational robotics in tourism and hospitality. In doing so, this paper contributes to hospitality and tourism education by highlighting experiences from outside of the field that could inspire potential applications for our field.

Tourism and Leisure Industries

Room 3	**Cultures of Food**

Fan Tourism and the Search for the Authentic Celebrity Chef Dining Experience

Carina Jane Mansey, City, University of London, UK

Research has highlighted that major cultural, political, and economic shifts have led food to be consumed in a new way. The social system of dining out has changed and dishes are no longer revered simply because of the culinary skills used to create them. Indeed, it was culinary skill that once led chefs to gain and retain stardom. Yet, while modern chefs do require some culinary ability in order to traverse the tightrope of "celebritisation," a form of tourism has transformed the dining industry and those who have obtained celebrity status need to work with cultural intermediaries to be skilled in staging authentic dining experiences that remain true to their personas. Many fans frequent restaurants associated with these celebrity chefs in order to acquire a slice of their essence, rather than because of the actual food served or the mastery that has gone into making it. Thus, drawing on MacCannell's (1973, 1976) theories concerning "staged authenticity" and Goffman's (1956) ideas about "the presentation of the self," the reasons behind this will be explored, as will the constructed tourist attractions.

Changing Dimensions of Contemporary Leisure

A Study of Coffee Tourism

María José Polo Bueno, Universidad de Las Palmas de Gran Canaria, Spain

The interests of tourists have been changing, and they are increasingly becoming more knowledgeable. Nowadays they know more about culture and other matters that in tourism are considerate important and related to the local identity. The objective of this work is conducting a literature review on the study of coffee tourism. The analysis of this situation confirms that food and drinks hold much potential to reinforce sustainability in tourism; and reaffirms the authenticity of the destination; collaborating to protect the environment and foster the local economy. The role of food and drinks in the marketing area has received very little attention. The study of this topic will serve as an aid to build an adequate strategy in the coffee tourism industry, implementing marketing activities taking advantage of technology, together with the support of the main stakeholders. This paper will highlight the key findings of the literature on Coffee Tourism in order to improve the competitiveness of this specific type of tourism.

Tourism and Leisure Industries

Transforming a Region's Food and Drink Brand Profile Using a City-Based Festival

Mr. Seth Kirby, Anglia Ruskin University, United Kingdom

In the context of a grassroots urban food and drinks festival, the purpose of the study is to explore the potential linkages between both stakeholders (festivals and producers) for enhancing a more diverse, authentic slower cultural visitor offer, and destination image across the visitor economy. This analysis discusses how grassroots festivals can support small business and play a wider role in the placemaking of touristic-historic cities, like Cambridge, UK. The study emphasises the importance of city festivals and bottom-up strategies in enhancing the slow tourism and slow food agendas. In this case, Cambridgeshire's largest food and drink festival contributed towards an alternative idea of place and destination, more vibrant and authentic connectivity with localities and slower visitor experiences. Using the empirical setting of EAT Cambridge several in-depth interviews (10+) were undertaken, coupled with survey data collected during 2014 and 2015. Drawing on key stakeholder perspectives including participating micro and small producers, tourism management and policy stakeholders at the regional destination management organisation (DMO): 'Visit Cambridge and Beyond'. Evidence from small food and drink festival traders illustrated how EAT Cambridge heightened interest in the locality. A strong food and drink scene in Cambridge was considered to be the single greatest prospect for the city, in addition to creating further demand for visitors and establishing 'new events' and fringe events. The study concludes by providing managerial recommendations for the organisers in integrating the festival and fringe events into the host destination's brand using tactics aligned with the regional DMO.

Changing Dimensions of Contemporary Tourism

15:45-16:00	**Coffee Break**

Thursday, 17 May	
16:00-17:15	**PARALLEL SESSIONS**

Room 1	**Performing Tourism**
	Events as Re-creation of Identities: The Rituals of the Redhead Days Ilja Simons, NHTV Breda University of Applied Sciences, Netherlands Every year, thousands of people with red hair travel to the city of Breda, The Netherlands, to attend an event that is specifically organised for redheads, the Redhead Days. The event was created in 2005 by a Dutch artist, who placed an advertisement asking for redheaded women for an photo-shoot. He aimed for approximately fifteen, but, instead 150 showed up. Since then, the event has grown into the largest gathering of redheads in the world, attracting visitors from more than eighty different countries, which makes it the most international event of the city of Breda. Following Goffman's dramaturgical principles, this paper examines the performance of identities during this event. According to Goffman (1959), in any setting, a person is both actor and audience. He describes an individual's performance as the presentation of the self. This performance includes costumes, props, and manner. The Redhead Days provide an extraordinary setting, in which the attendees, who usually see themselves as a minority, are now part of the majority. The study is based on ethnographic methods. Participant observation took place during three editions of the event, focusing on performance and interaction rituals chains (Collins, 2004). Semi-structured interviews were conducted with twenty event attendees. The data were analysed using the qualitative data analysis program MAXQDA. The analysis shows how the event provides a change in setting, creating a new and different stage for people to interact. This allows the participants to act out new plots in their performances, resulting in a change in self-narratives and feelings of empowerment. *Critical Issues in Tourism and Leisure Studies*
	Conflicting Discourses: Michel Houellebecq's Ambiguous Vision of Tourism in "Lanzarote" Carole Delaitre, Yale University, United States Critics often consider Michel Houellebecq's novel "Lanzarote" to be a condemnation of mass tourism and see his narrator as the epitome of the tourist unable to appreciate the beauty of the island. A close literary analysis, however, provides a more complex picture of the narrator as he intertwines several conflicting discourses, which ultimately create an ambiguous and paradoxical vision of tourism. His praise of mass tourism is weakened by irony, his description of the island appears as a parody of tourist guides, and his ethnological discourse aims at ridiculing travelers. Such complexity also invites the reader to wonder about the narrator's dishonesty, as he disregards the specificity of Lanzarote's tourism. Why claim that tourism is insufficiently developed when it is precisely the island's first source of revenue? Why barely mention César Manrique's heritage and the status of the island as a UNESCO biosphere protected site, and reduce them to their mere economic aspect? My hypothesis is that Lanzarote can be read as a "tourist narrative," whose aim is to represent the reality of mass tourism and to denounce its destructiveness through a complex narration that subverts the codes of both travel writing and promotional literature. *Tourism and Leisure Industries*
	Impacts of Festivals Sinem Kurtural, Dokuz Eylul University, Turkey Festivals are binding bridges between communities, residents, and tourism destinations. Collective perceptions and experiences lived through a festival in a certain city generate knowledge. Therefore, festivals demonstrate local themes and city identity, defined as place icons which contribute to audience memories and experiences that make the place unique in their memories and urge guests to come and visit again. In the global tourism industry with cities competing for tourists, festivals are often placed among the first dynamics of competition. Certain cities sell their festivals through social media in a most competitive ways. Many tourists seek the festivals and buy their tickets a head of time. It is a win-win situation. Both the end user and the city stakeholders win. Perhaps hoteliers, travel agents, and airlines gain both the experience and capital. Izmir's culture, art, and festivals may affect the city's identity. This study explores five unique questions. Can a city festival be performed in a central place where everyone can attend easily? Is the weather suitable for the festival? Are the musicians happy with the marketing? Are the musicians satisfied and will they tell their colleagues to attend Izmir Festival? Is there a potential for negative social impacts to result from hosting a festival sitting area? With perceptions of audiences and artists answers the social capital income of the city and artists will increase. Sustainable tourism efforts will increase rapidly. *2018 Special Focus: Building Bridges to Sustainability*

Room 2	**Tourism Destinations**
	Beyond Cognitive Dissonance: Sustainability and Kindness in the Travel Experience Adrian Guachalla, Senior Lecturer in Aviation & Tourism, Buckinghamshire New University, High Wycombe, United Kingdom Contemporary research on the environmental impacts of tourism tends to focus on the carbon footprint of air travel and waste management issues stemmed from tourism development. However, little attention has been geared towards the environmental implications of the mass consumption of the types of food that account for profoundly significant impacts on the planet. The United Nations (2006) identified animal agriculture as a critically noteworthy sector originating vast quantities of CO_2 that contribute to climate change. This poses a substantial challenge as food consumption is widely regarded as a pivotal element of a tourist's perception and experience of local cultures and meat, dairy and other animal-derived products are often central ingredients that grant local cuisines with distinctive staples of authenticity. From the ethical perspective, the animal welfare debate also contributes to the complexity of this subject area given the different aspects and approaches involved in using animals to feed a growing human population. In terms of nutrition, both the American and British Dietetic Associations (2017) concluded that diets free from animal products can be adequate to address the nutritional needs of humans and can be used in the treatment or prevention of a range of health conditions. Given this framework (environment/ethics/health), this exploratory paper discusses the challenges of conducting research applied to understanding a tourist's willingness to shift towards plant based diets and the impact that this change may pose on their perception and experience of the destinations they visit. *2018 Special Focus: Building Bridges to Sustainability*

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Thursday, 17 May

16:00-17:15	PARALLEL SESSIONS

Forecasting German and British Tourist Arrivals on the Canary Islands

Elisa Jorge González, Investigator, Mathematics, Statistics and Operations Research, Universidad de La Laguna, Santa Cruz de Tenerife, Spain
Enrique González-Dávila, Universidad de La Laguna, Spain
Raquel Martín Rivero, Universidad de La Laguna, Spain
Domingo Jesús Lorenzo Díaz, Economic statistics, Economic statistics, ISTAC

The volume of visitations in the Canary Islands has made the tourism business the most important determinant for their economic development, playing a fundamental role in the generation of employment and income. Since 2011, tourist arrivals in the Canary Islands have been increasing, reaching a contribution of 34.3% in the islands' productive system in 2016, with an average annual growth of 7.0% in the Tourist Gross Domestic Product (IMPACTUR 2016). Knowing the tourism demand depending on the origin countries would enable the structuration of service and cultural and leisure activities that the tourism market would offer with higher quality. Canary Islands inbound tourism market is diverse, with arrivals from United Kingdom (27%) and Germany (19%) dominating the market representing a 46% of the total arrivals and a 62% of the international arrivals. The aim of this paper is to provide a model for predicting Germany and British passenger arrivals to the Canary Islands one year ahead. Structural models will be used in this case through the univariate and multivariate state-space method incorporating seasonality and exogenous variables.

Tourism and Leisure Industries

Do Lifestyle Choices Influence the Tourist Destination Selection?: Tourist Destination Selections Shaped from Lifestyle Aspirations

Eric Zvaniga, University of British Columbia, Canada

Prior research has investigated the potential effect of a tourist lifestyle on the destination choice. This paper will outline the objective of the proposed study, why it is important to the industry, and discuss some of the measurements criteria considered. The study identifies presumed causes or influences for a tourist attachment to a destination. The method proposed will use a three location case investigation, utilizing using survey data and global secondary date, to investigate participants across some North American wine regions which also have world class scenic attractions. This study proposal looks to extend the current body of knowledge that identifies influences of tourist destinations choice driven by their lifestyle aspirations. The study looks to create new value propositions for Country Tourism Organizations (CTO's) to manage market messaging, creating sustainable tourism growth. Investigating the potential or likelihood of a tourist reason for visiting a region, should allow CTO's to address predictability of success when marketing efforts could positively or negatively impact sustainable growth in tourism. Overall research objectives for the study consist of measurement relationships between the identified regions, tourist choices from lifestyle aspirations, and types of attractions available. Variables, controlled by age and gender, while also identified other factors including country of origin, a length of stay, seasonality information, and re-occurrence potential.

Changing Dimensions of Contemporary Tourism

Room 3	**Social Considerations**

Overtourism and Local Concerns in Barcelona

Claudio Milano, Ostelea School of Tourism & Hospitality, Spain

Over the past four decades, a number of tourism studies, theories, and models have emerged concerning host and guest antagonism (Doxey, 1975), tourism area life cycle (Butler, 1980), and carrying capacity (O'Reilly, 1986). Over the last decade, while many scholars have maintained their interest in the classical debate concerning the impacts of tourism, some have converged with the increased number of social movements and the subsequent protest against overtourism. Prominent cases demonstrating overtourism include Hong Kong, Rio de Janeiro, Malta, Barcelona, Dubrovnik, and Venice (Boissevain, 1996; Colomb and Novy, 2016). While the overtourism debate dates back over four decades with the study of the "pleasure periphery" and the so-called "golden hordes" (Turner and Ash, 1975), tourism "monoculture" and the impact of mass tourism has been the key point in Spanish tourism destinations including Barcelona and Palma de Mallorca. Based on the qualitative field research in Barcelona from 2016, this paper contributes to the comprehension of this discussion and to the effects that this phenomenon may have on the tourism field of one of the most visited European tourist destination.

Critical Issues in Tourism and Leisure Studies

Healthcare and Wellness Tourism in Gran Canaria

Mónica Santana García, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Goretti García, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Healthcare and wellness tourism has existed in the Canary Islands for a long time. According to Nicolás González Lemus (2007), the latter part of the XX century saw an increase in the number of foreign patients who used to visit Tenerife and Gran Canaria to relief their rheumatic, skin-related and respiratory diseases. Those were the years when the healthy qualities of sea water and breeze were widely recommended as a therapy. Nowadays, health tourism also includes visitors who come to the Islands due to its weather and social security system. Apart from those, there are certain foreigners who need to make use of health services during their holidays or short stays of any kind (Carmen Toledano Buendía, 2006). The lack of an interpreting service to assist foreigners, who are in the country, makes it difficult for staff to communicate with patients and overcome linguistic and cultural barriers. In the light of previous studies, we have researched some of the possible solutions that the public hospitals on the island of Gran Canaria have come up with. We have noticed that at the public hospitals a volunteer interpreter is in charge of not only translating but also helping the patients' family with their accommodation, plane tickets and some other tasks. We have also interviewed health and administrative professionals to know how they communicate with foreign patients. Our results and conclusions regarding the current situation of public health service will be presented in this conference.

Changing Dimensions of Contemporary Tourism

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Thursday, 17 May	
16:00-17:15	**PARALLEL SESSIONS**
	Formula to Measure a Resource in Health Tourism Gomariz Rodrigo Ana María, Universidad de Las Palmas de Gran Canaria, Spain Oscar Luis Amador García, Universidad de Las Palmas de Gran Canaria, Spain Being sustainable is not an option but a moral obligation and a vital necessity because it is from nature that we take all the resources that support us every day, and our companies. There is a great increase in the health´s demand by the client and tourist, with the corresponding increase to the subsector of health tourism. It is suggested the concepts of health tourism and wellness are tools that favor the regeneration of resources through the performance of daily functions, sustainable health tourism is a way to approach the needs of the client and the planet simultaneously. The division of the concept of sustainability has been considered in four dimensions: environmental, social, economic and tourism, there are represented in a cycle. Are considered four basic elements for health and have been treated globally: water, food, energy and development. The combination of the dimensions of sustainability with the four basic elements considered provides a matrix where, if the maximum score of each box is sought, we approach the ideal of sustainability and at the same time maximize the total quality in our company and in the environment, helping us to foresee the environmental footprint of our resources before putting them into practice. The research that is being proposed will focus on working the formula mainly with the following sustainable development goals: good health and well-being, clean water and sanitation, affordable and clean energy, partnerships for the goals, we are building the measurement scale of tourism sustainability. *Critical Issues in Tourism and Leisure Studies*

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Friday, 18 May	
08:30-09:00	**Conference Registration Desk Open**
09:00-09:15	**Daily Update**
09:15-09:45	**Plenary Session**
	Dr. Maria Gravari-Barbas, Director, Institute for Research and High Studies on Tourism, and Coordinator, UNESCO Chair "Tourism, Culture, Development," Paris 1 – Sorbonne University **"Tourism and Heritage: Towards a New Paradigm of Sustainability"**
09:45-10:15	**Plenary Session**
	Hector Fernández, CEO, Sociedad de Promoción Exterior de Lanzarote, Spain **"Lanzarote: Strategic Planning for the Sustainable Development in a Destination"**
10:15-10:45	**Plenary Session**
	Dr. Carmelo J. León, Professor, University of Las Palmas de Gran Canaria, Spain **"Tourism Beyond Sustainability: The Consumer, the Society, and the World"**
10:45-11:15	**Garden Conversation**
11:15-11:25	**Transition Break**
11:25-12:40	**PARALLEL SESSIONS**
Room 1	**Evolution of Tourism Practices** **Are We Still Eating, Praying, and Loving?: The Evolution of Culinary, Spiritual, and Romance Tourism** Leslie Scamacca, Assistant Professor, The City University of New York/ LaGuardia Community College, United States Over ten years ago, Elizabeth Gilbert wrote the novel "Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia." After divorcing her husband, Gilbert chronicles her journey of recovery through personal stories of her travels through Italy, India, and Bali. Gilbert's book inspired wanderlust in travelers eager to "find themselves" and launched a desire to experience global cuisine, spirituality, and romance through travel. In fact, googling "romance tourism" returned "Visit Indonesia" as the first result. These themes shaped into vital areas of tourism known as culinary tourism, spiritual tourism, and romance tourism. This paper explores the three special interest tourism niches of culinary tourism, spiritual tourism, and romance tourism. First, we will discuss the history of these specific fields of tourism. Next, we'll discuss the initial impact of Gilbert's book, and the subsequent 2010 release of the movie by the same name, on these fields. We'll continue the discussion with the changes and evolution of these tourism niches through present day; and finally, look at trends and predictions for the future. *Changing Dimensions of Contemporary Tourism* **Pedagogical Techniques for Teaching a Food and Culture Course: Drawing on Students' Own Cultures, Experiences, Strengths, and Interests to Help Them Understand Other Cultures through Their Foods** Martin A. Goldberg, University of New Haven, USA Food and culture courses are inherently multi-disciplinary, as they include geography, history, law, science, culture, religion, and sometimes even language and literature. While this may make such a course more interesting from the point of view of the instructor, it would also in some cases make it more difficult from the point of view of the student, who may have a natural interest and aptitude in some but not all of those areas. This paper reviews different teaching techniques designed to reach all of the students in a class with diverse interests and abilities. *Critical Issues in Tourism and Leisure Studies*
Room 2	**Changing Dimensions**

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

11:25-12:40	**PARALLEL SESSIONS**

Home Gardens as Leisure Spaces

Jette Lykke Jensen, Assistant Professor, Department of Design, University of Southern Denmark, Denmark

This paper explores gardening as an aspect of domestic recreation and investigates the role gardening plays as a contemporary leisure activity. A qualitative study will be conducted in the city of Kolding to understand the meanings of gardening as a form of outdoor recreation taking place at home. By walking with, talking with, and photographing participants in their home gardens, I explore their motivations and experiences with gardening and/or other forms of leisure in gardens. Writers debate the potential of gardening, in the sense of cultivating plants and growing food, to encourage more eco-conscious and sustainable lifestyles. However, engagement in gardening activities today seem challenged by various factors such as work hours, changing leisure patterns, and shifts toward the domestic garden as an outdoor living room. Based on the empirical findings, the paper discusses how gardening and the home garden as a leisure space is influenced and transformed by the material culture of gardening, changing social norms, and environmental debates.

Changing Dimensions of Contemporary Leisure

The Influence of Perceived Risk on Terrorism in Destination Image and Tourist Behaviour

Rita Carballo, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Carmelo J. León, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Magdalena Carballo Fuentes, Universidad de Las Palmas de Gran Canaria, Spain

Peace and security are crucial conditions for economic development of any region or country. In the case of tourism, it becomes even more important for attracting tourists to the destination and to promote sustainable tourism development. This paper analyzes how the perceived risk of terrorism affects the image of the destination and the behavior of the visitor, all in the scenario of European destinations. For this purpose, it first performs a multiple regression analysis with structural equation model (SEM) to establish the causal relationships between terrorism risk, image and behavior. Next, it is analyzed if there are significant differences in the causal relationships due to the moderated effect of the variable destination. The results obtained help the implementation of recommendations marketing strategies in order to reduce the perceived risk in terrorism. *Changing Dimensions of Contemporary Tourism*

Does the Bestial Sports Event Make You a Happy Human?: Happiness (SWB and Sport Event Participation

Tommy Andersson, University of Gothenburg, Gothenburg, Sweden
Dr. Arminda Almeida Santana, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Dr. Sergio Moreno Gil, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

One may wonder why there has been such a tremendous growth in amateur sport event participation. Does it make participants happier? One line of happiness research has focused on Subjective Well-Being (SWB) as a measure of an individual's subjective evaluation of his/her own state of happiness. Previous research has paid attention to factors that positively influence an individual's happiness. Health and personal growth have been found to be empirically significant factors (Delle Fave et al., 2011). These factors may also be related to participation in amateur sport events. Bestial is an obstacle competition and a running event held in Arucas on Gran Canaria. The race is organized in four different classes including one class for disabled. A sample of 700 participants answered questions about behavior, attitudes and SWB. Most research on SWB and events has been on cultural events but more research is needed in a sport event context (Richards, 2014a). The main research questions addressed by this study center around SWB and to what extent the individual's SWB is related to the individual's need for personal growth and frequency of race participation. The results show significant relations between SWB and attitudes towards personal growth and between SWB and frequency of sport event participation. There are no significant relations between SWB and sex, income, age or disabilities. In the conclusions, the trend towards more active tourism is discussed in relation to the importance of personal growth for a happy life.

Changing Dimensions of Contemporary Leisure

Room 3	### Managing Sustainability

Measuring the Impact of Green Management in Marinas on Yachtsmen´s Satisfaction and Expenditure

Yen E. Lam Gonzalez, Universidad de Las Palmas de Gran Canaria, Las Palmas, Canarias, Spain

The yachting tourism industry is believed to have sufficient social and environmental significance to justify academic attention. This paper studies the impact of responsible environmental care in marinas on yachtsmen´s individual expenditure and satisfaction with nautical installations. In this regard, a theoretical model of structural equations is proposed and empirically estimated, using data collected from 402 sailors mooring their vessels in nine different ports of call of diverse destinations across the Atlantic. The study confirms that sailors' impressions and opinions about the environmental management of marinas has the largest potential to impact their satisfaction with the port and is the only factor with direct and positive influence on their expenditure during the call. This demonstrates that there exists a significant environmental awareness among port users and a need to warrant that their activity generates a positive impact on those places they visit. Consequently, industry and destinations need to adopt a more responsible position, with clean and green technologies and solutions for the nautical environment, to ensure higher satisfaction levels and economic impact. Findings further contribute to the scarce academic literature of this area and provide the opportunity for developing recommendations for nautical destinations managers and policy-makers, in relation to the design of more efficient incentives for the industry, to promote the adoption of eco-friendly strategies. Finally, this research allows a better understanding of the importance of the mitigation and adaptation to climate change, in an attempt to contribute to the wellbeing of future generations.

2018 Special Focus: Building Bridges to Sustainability

Individual and Community-level Impacts and Effects of Tourism by Systematic Review of the Resident Attitude Research

Dr. Tina Segota, Lecturer in Advertising and Marketing Communications, Department of Marketing, Events and Tourism, University of Greenwich

This paper summarizes an extensive literature review addressing the question, in which way the impacts and effects of tourism development have been both conceptualized and measured vis-à-vis the distinction between individuals and communities? It considers both conceptualisation and construction of the existing theoretical/empirical models of resident attitudes towards tourism published from 1990 to 2015. The discussion of findings is structured through perceptions of tourism impacts, and their antecedent and dependent variables. To stimulate future research and debate, this paper suggests rethinking resident reactions to tourism in terms of perceived tourism impacts that affect residents directly at an individual level vs. indirectly at a community level.

2018 Special Focus: Building Bridges to Sustainability

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Friday, 18 May	
11:25-12:40	**PARALLEL SESSIONS**

Air Pollution and Tourism Demand: A Case Study of Beijing, China

Xiaoge Zhou, Lecturer, Tourism Department of Business School, Shandong University at Weihai, Weihai, Shandong Province, China
Yolanda Santana Jiménez, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Juan M. Hernández, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Jorge Vicente Pérez Rodríguez, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

Study on environmental impacts of tourism industry has long been a research focus under the background of promoting a more sustainable tourism growth. However, empirical study on the impact of air pollution on tourism has been relatively limited, especially for developing countries where tourism has been growing rapidly due to economic growth and facing an increasingly challenging air pollution issue. China's tourism industry has witnessed a steady growth largely due to the nation's steady economic growth and opening-up policy ever since 1980s, and has continued its rapid growth pace despite of a slowing-down economic growth in the last few years. Meanwhile, a worsening environmental pollution, the heavy smog, has become a threatening issue for sustainable tourism growth in heavily polluted regions such as the capital city, Beijing. As some media have reported, the smog is "choking China's inbound tourism and "creating a tide of smog refugees. But existing research has mainly focused on impact of air pollution on inbound tourism, while its impact on the domestic tourism has been relatively neglected. Taking Beijing as the study case, this paper assesses the interrelationship between air pollution and domestic tourist arrivals from 31 mainland Chinese provinces and municipal cites based on panel data analysis. For this purpose, a gravity model has been applied incorporating air quality variables into the tourism demand model. Results show evidence in favor of the existence of relationship between air pollution and tourism growth.

2018 Special Focus: Building Bridges to Sustainability

12:40-13:20	**Lunch**
13:20-14:35	**PARALLEL SESSIONS**

Room 1	**Tourism Dynamics: Attracting Visitors and Emerging Markets**

Circular Mozzarella : Projecting a Thematic Cycle Path for New Tourists in Northern Italy

Dr Francesco Buscemi, IUAV University Venice

The shift from the industrial to the digital way of producing goods has led to a crisis in many factories. However, digital society has also increased tourism, cultural interests, and fragmented lifestyles. The one-year overall project, carried out by five researchers, has analysed how to design tourist paths for the "new tourist" (Poon, 1993) in the non-tourist Veneto's region called Pedemontana. Drawing on theories on the circular society (Lacy and Rutqvist, 2015; Masiero, 2016), and combining interviews, storytelling, and political economy, I have focused on how food (producers, shoppers, chefs, restaurateurs, and tellers) can become the engine of the network and drive the tourist experience. An old mozzarella plant, for example, makes mozzarella again but is also connected to a restaurant, a B&B, a theatre, a storytelling tour, and an old hydro-electric turbine which shows how energy was produced before the centralization. In doing so, these food companies, apart from cheese and meat, in line with the circular society, also deliver immaterial goods such as knowledge, trust, respect for nature and wellbeing, and the new tourist may experience a "different" Veneto, far from the mass-consumed Venice.

Changing Dimensions of Contemporary Tourism

Identifying a Suitable Profile for Tourism: The Colombian Case of Pereira's Cultural Cluster

Prof. Beatriz Bedoya, Colombia
Prof. Paola Podestá, Universidad EAFIT, Medellín, Colombia
Willy Henao, Universidad EAFIT, Medellín, Colombia
Jaime Espinal, Universidad EAFIT, Medellín, Colombia

This study comprises a series of strategies based on playful learning as a method for the co-creation of the profile of Pereira´s Cultural Cluster. Through discussions and interactive workshops, the basic profile for the consolidation and future operation of a cluster of cultural industries was established. The methodology involved different actors from the cluster, and resulted in identifying the potential for cultural tourism to enhance the city´s privileged geographic location and rich cultural heritage. The study revealed that focusing only on producing cultural events would be to neglect the main strength that Pereira has when it comes to building a cluster of cultural and creative industries: its infrastructure for tourism. Pereira, axis of the "Paisaje Cultural Cafetero," with all the history of coffee production farming in its idiosyncrasy, in its roots and traditions, has tourism as an element that supports its identity, founded on this heritage, as well as on its modern industrial capacity. Thus, the city´s Master Plan of Culture aims to build upon the pillar of tourism for the cultural development of the city. Tourism then becomes a framework that encompasses, gathers, welcomes, and disseminates cultural events that have yet to be more frequent in Pereira.

Changing Dimensions of Contemporary Tourism

A Multi-tourism Paradigm Scale of Winescape

Asli Tasci, University of Central Florida, Orlando, United States
Robin Back, University of Central Florida, Orlando, United States

Winescape is a concept similar to wine tourism destination image, where attributes of a wine tourism destination forms a landscape in tourists minds (Bruwer and Lesschaeve, 2012; Bruwer et al., 2015; Quintal et al., 2015; Thomas et al., 2016). The dimensions of wine tourism includes physical and socio-cultural quality regarding the rural character of the landscape (Mitchell, Chraters, and Albrecht, 2012). This study investigates the attributes of Florida winescape with its multidimensional attributes from different tourism paradigms, in relation to tourist motivation, decision-making, and visit experience. Different attributes of winescape may play varying levels of importance in tourists' motivations and decisions to choose to visit wineries and their experiences with the wineries they visit. A comprehensive content analysis of the wine tourism, destination image, and winescape related articles to identify the common attributes of winescape and winescape attributes specific to Florida. A through list of winescape attributes was developed and pilot tested on a sample of tourists. The results were used to purify the scales. In the main study, the scales were tested for reliability and validity by using exploratory factor analysis and confirmatory factor analysis. The results showed different factors of winescape based on the tourism paradigms as well as product category.

Changing Dimensions of Contemporary Tourism

Room 2	**Ways of Knowing**

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Friday, 18 May

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Analysis of Tourism Sustainability Programs in Latin America And Spain

Daniel Celis Sosa, CEO & Founder, Tourist Advice and Training, Let's Talk Management - LTM, Lanzarote, Spain
Dr. Sergio Moreno Gil, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Carmelo J. León, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain

The map, or complete inventory, of tourism degrees in higher education, is 2,380 programs: 1,517 are undergraduate and 863 are postgraduate. 906 academic institutions of Latin America and Spain that offer such degrees, with 71% by private (643) institutions, suggesting important repercussions that will be discussed in this presentation. In addition, the talk will address the degree to which these programs have a focus on sustainability. Currently, there are 32 Degree Programs in tourism and sustainability, followed by 46 Postgraduate Programs in tourism and sustainability in academic institutions of Latin America and Spain. In undergraduate studies, sustainability is placed in the 6th position. In terms of tourism graduate programs and sustainability, it can be seen that Spain leads with 18 programs, followed by Brazil (8), Mexico (5), Costa Rica (5), Argentina (5) and other countries with a single program, such as Chile, Colombia, Ecuador, Honduras, and Uruguay. The public offer of these graduate programs reaches the 24 programs, while the private one is 22 programs. On the other hand, the Postgraduate Programs that relate tourism and culture are 52 in total, of which 36 belong to public academic institutions and 16 are taught in private academic institutions. Most postgraduate courses in Tourism and Culture are taught in Spain (45).
Critical Issues in Tourism and Leisure Studies

Immigrant Entrepreneurs' Knowledge Sources and Origin in New Restaurants of the Tourism Industry

Pedro Calero Lemes, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
 Desiderio J. García-Almeida, Universidad de Las Palmas de Gran Canaria

Immigrants are attracted to tourism destinations due to staffing problems in the local human resource markets and migration flows to regions with higher quality of life. Many of those immigrants make the decision of starting a new venture in the destination, since they identify an opportunity there or are forced out of the labour market with entrepreneurship being the only option left in the host country. These migrant entrepreneurs need knowledge to manage the new firm successfully. The knowledge these entrepreneurs require is obtained from several sources and places. More specifically, education, work experience, networks, both in the home and in the host country, as well as local institutions and Internet and written material are all knowledge sources where immigrants can learn and construct their knowledge from in order to set up their new ventures. This study attempts to analyse the immigrant entrepreneurs' knowledge sources and origins they have used to create their new ventures in the restaurant sector in a tourism context. The data for the empirical analysis were obtained from a survey to immigrant entrepreneurs who have created new restaurants in the tourism sector of Gran Canaria, Fuerteventura and Lanzarote (Canary Islands, Spain). With data from 108 immigrant entrepreneurs, interesting results are obtained. Thus, the knowledge sources and origins are described, the existence of differences in knowledge sources by origin are explored, and groups of entrepreneurs based on their knowledge are identified and analysed.
Tourism and Leisure Industries

How Representative Are User Generated Reviews: A Case Study from the Activities and Attractions Sector

Edu William,
 Jacques Bulchand Gidumal, Associate Professor, University Institute of Tourism and Sustainable Economic Development, University of Las Palmas de Gran Canaria, Las Palmas, Las Palmas, Spain

Nowadays, user-generated content (UGC) has become one of the main sources of information about products and services for consumers. Due to the intangibility of services offered in the travel sector, the tourism industry has been one of the ones in which UGC has become more popular. There are some success stories of websites specifically targeted to gathering UGC, such as TripAdvisor. It is also common to find UGC in the sites in which users book services, e.g. Booking.com. However, an issue that has remained largely unsolved in the literature is that of how representative these reviews are, since it is well know that not every user is going to post a review. Who are the ones that review their experience? Is it only those that had a very good or a very bad experience? Are there differences between nationalities? And between types of services? Are those who book a long time in advance more prone to reviewing that last-minute bookers? In this research-in-progress we try to answer most of the above stated questions, by analyzing a dataset of more than 1,500 sales and more that 150 review. This data set belongs to all the bookings and reviews received by a travel distribution group in the course of one year. This group is in charge of the online representation of a large amount of activity providers. These activities are then sold in different online platforms. Our main research questions are focused on analyzing these reviews in order to understand their representativeness.
Critical Issues in Tourism and Leisure Studies

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Virtual Lightning Talks

Trends in Medical Tourism: Comments from a Nursing Perspective

Dr. Dale Mueller, California State University, Dominguez Hills, United States

This study examines the phenomenon of medical tourism, a growing segment of discretionary travel for consumers. Host countries are developing sophisticated medical infrastructure to accommodate the traveler wishing to arrange for procedures in a country other than their own at a lesser cost. The problem identified by the nurse researcher (RN) included a paucity of research in the literature regarding training of health care personnel for this tourism specialty. Training of personnel would include overseas patient transport, aftercare at the host facility, and follow-up care in the consumer's home locality. The questions driving this study included trends such as economic benefit to host countries, standards of care offered to consumers, practices of travel providers that offer packages for medical tourism, and implications for advanced practice nurses. Areas researched included skills needed to ensure patient safety during the journey, care for patients at the host locality, and identification of potential medical complications that may arise in the consumer's own locality. The issue of elective procedures not covered by local insurance, at least for American consumers, creates medical and financial risk if complications occur. Implications for consumers, health care professionals, travel industry planners and trends in global health phenomena are addressed.
Changing Dimensions of Contemporary Tourism

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Friday, 18 May	
13:20-14:35	**PARALLEL SESSIONS**

Climate Resilience in Tourism

Laura D. Ell, Faculty, Department of Health and Physical Education, Mount Royal University, Canada

The UN World Meteorological Organization (WMO) reports that natural disasters have tripled and the negative economic impact as a result of the weather events has increased five-fold. Following the increased tropical storm activity in the Caribbean in 2017, the tourism sector is seeking climate resilient approaches to support sustainability economically, environmentally, and socio-culturally. With major climate events come compromised tourism infrastructure, loss of hospitality jobs, strains on social-economic systems, and negative public perception for the region which potentially reduces future tourism bookings. This paper will introduce innovative approaches to climate mitigation, highlighting the relationship between the rainforest island of Dominica and UN agencies as they work towards creating the first climate resilient nation in the world. Tactics include new construction standards as well as bamboo and farming techniques to resist soil erosion. Through research of practical solutions and collaboration, susceptible tourism destinations will be more empowered to sustainably deliver quality services to visitors while protecting infrastructure and GDP.

2018 Special Focus: Building Bridges to Sustainability

Promoting Intercultural Competence in Tourism Degrees in Portugal: A Comprehensive Review

Sandra Vasconcelos, University of Aveiro, Aveiro, Portugal
Hugo Sousa, University of Aveiro, Aveiro, Portugal

In an increasingly globalised society, where different and often opposing worldviews proliferate, hospitality workers must often interact with different cultures and mediate the relationship between visitors and the host communities. Rated as one of the most important skills in the hospitality industry, intercultural competence (IC) is steadily making its way into the curricula and becoming a key issue in tourism education. In this paper, researchers set out to present a comprehensive and exploratory review on the role intercultural competence plays within undergraduate degrees in tourism taking place in Portuguese higher education institutions (HEI). Using both primary and secondary sources, they surveyed a total of fifty-six programs and reflect on how intercultural competence is currently integrated in the different study plans. Within this framework, they also discuss current student mobility strategies and how they can contribute towards student and institutional internationalization. In general, results indicate that most programs cover intercultural issues, being, therefore, aligned with current market and educational trends.

Critical Issues in Tourism and Leisure Studies

14:35-14:50	**Coffee Break**
14:50-16:30	**PARALLEL SESSIONS**

Room 1	**Tourism Management**

Tourism Management in South American Geological Areas : Case Studies in Peru and Brazil

Pedro Gonzáles Mantilla, Researcher, Instituto Universitario de Turismo y Desarrollo Sostenible - TiDES, Lanzarote, Spain

Several areas of international geological relevance use tourism as a tool for the conservation and the socioeconomic development of local communities, through dynamic initiatives such as geoparks programs and projects of the United Nations Educational, Scientific, and Cultural Organization. Within the South American context, many areas aim to be incorporated into this important network. This paper highlights the Marcahuasi Stone Forest in the central Andes of Peru and the Vila Velha State Park in the eastern part of the Paraná Basin in Brazi. Both are characterized by the singularity of their geological heritage, the scenic landscape aesthetics, and the rich source of research. This work explores the management models applied in these two South American natural spaces of high geological value regarding tourist use. A considerable flow of visitors is received there each year, however the tourist activity has been developed differently. The objective of this research is to find out whether the tourism management models applied in each area promote the socioeconomic development of the local population and the conservation of the geological heritage. In this study, different models have been analyzed, based on their management structure, public actions, and the relations between the actors, using data collection techniques such as bibliographical search, litterature review, semi-structured interviews, and simple observations. The results of each management model have been compiled and analyzed comparing both models, to discuss the influence of the management of the tourism in local socioeconomic development and geoconservation in these two areas with geotourism potential.

Changing Dimensions of Contemporary Tourism

Employee Engagement and Talent Management: Essential Human Resource Management Practices within Hospitality and Tourism

Dr. Julia Christensen Hughes, University of Guelph, Canada

The tourism value proposition is changing. Consumers increasingly expect to be highly engaged in the tourism experience, which requires highly engaged employees. Yet, the hospitality and tourism industry is notorious for its poorly developed human resource management practices. Such practices have been associated with high rates of turnover and employee dissatisfaction. This paper will introduce a comprehensive review of empirical research on employee engagement in hospitality and tourism contexts. Dominant theoretical underpinnings, methods (including survey instruments), and results will be shared. Evidence-informed human resource management practices for enhancing employee engagement and the guest-service encounter, including talent management, will also be suggested.

Tourism and Leisure Industries

Leadership in the Hotel Industry: A Review Study

Asier Baquero, Catholic University of Valencia, Valencia, Spain

As a consequence of globalization, the social, political, and economic transformations which have arisen over recent decades have resulted in changes to the business sector. Tourism, specifically hospitality, has also been affected by this phenomenon and has developed innovative alternatives to meet the challenges of an increasingly competitive market and the need for change. The role of leadership emerges as an example of this process and its influence in hotel management is ripe for new scientific research. This study analyzes the evidences found in scientific literature about the impact of leadership in the hotel industry. The study is carried out by reviewing relevant information in databases such as Scopus, Web of Science, or ResearchGate. National and international studies conducted in three, four, and five-star hotels are analyzed. The results show the importance of leadership in the hotel industry based on the two fundamental areas of job satisfaction and customer satisfaction.

Tourism and Leisure Industries

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Friday, 18 May

14:50-16:30	**PARALLEL SESSIONS**

The Impact of Tourism on Municipal Solid Waste Generation in Islands: The Case of the Canary Island Archipelago

Eugenio Díaz Fariña, University of La Laguna, Santa Cruz de Tenerife, Spain
Juan José Díaz Hernández, University of La Laguna, Santa Cruz de Tenerife, Spain
Noemi Padrón Fumero, University of La Laguna, Santa Cruz de Tenerife, Spain

Municipal Solid Waste (MSW) generation has become a source of unsustainable development in touristic destinations, especially in islands such as the Canary Island archipelago. Indeed, islands usually enjoy a vulnerable biodiversity but they stand isolated from mainland recycling networks and facilities, facing an insufficient industrial scale and costly reverse logistics. Interestingly, tourism remains invisible for waste management in the region even though it is a crucial industry to be considered by any waste policy. In this paper, we model MSW generation in the island of Tenerife in order to identify socio-demographic, economic and disposal related variables and to quantify their impact using a municipal panel data from 2004 to 2015. We implement a novel approach to measure the impact of tourism sector on MSW generation by considering the level of employment of its characteristic activities (NACE 55 and 56) instead of the usual number of overnights or of tourists like studies found in the literature. In addition, we isolate tourist consumption in these activities from consumption related to residents. Results help to identify the direct net effect of characteristic tourism activities on the generation of MSW. Our contribution visualizes tourism impacts in waste generation in the island which may improve the financial mechanisms of waste management services – likely correcting cross-subsidies both among generators and municipalities. This step seems fundamental for an efficient MSW management and planning in touristic destinations.

Critical Issues in Tourism and Leisure Studies

Room 2

Institutional Challenges and Opportunities

Institutional Challenges Faced by Hospitality Industry in Developing Economies: Evidence from Morocco

Sonia M. Suárez Ortega, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain
Antonia M. García-Cabrera, Universidad de Las Palmas de Gran Canaria
Dalai Perdomo Pérez, Export manager, Sales Deparment, Verallia

Developing economies usually have unstable and weak institutions (Choi et al., 2010). Therefore, internationalization to these countries involves several risks (Phillips et al., 2009) that may be stronger in cases of institutional differences between the investors' home country and the host country (Cavusgil et al., 2014; Johanson and Vahlne, 1977). However, developing economies offer strong business opportunities to foreign firms, with tourism emerging as a key sector. Morocco, the main tourism destination of North Africa (OMT, 2016), can be considered a good example of it. Our work identifies institutional challenges encountered by small lodgings that operate in Morocco, and whether those challenges are faced by local and foreign entrepreneurs in the same way. For the exploratory study, we surveyed hotels, riads, and hostels on Booking.com in 2017. Out of 847 establishments with an email address or phone number, we got 50 valid replies. Sample lodgings are owned by 19 Moroccans, and 31 foreigners, mainly French (12) and Spanish (5). The main challenges encountered are: lack of expertise in tourism planning at the national level, inefficient public administration, lack of tourism promotion, corruption and unfair competition, especially by some riads and illegal guest houses. Foreigners clearly perceive more challenges than Moroccans in relation with educational system, lack of suppliers, unqualified suppliers, discriminatory taxes, unofficial dealings and cultural challenges due to religious issues. Finally, we found that the greater the institutional and cultural distances between the respondent's home country and Morocco, the greater the level of institutional challenges perceived.

Critical Issues in Tourism and Leisure Studies

The Revitalization of Obsolete Infrastructures into Leisure: The Case of the Portuguese Railway

Marisa P. De Brito, NHTV Breda University of Applied Sciences, Breda, Netherlands

Places are being transformed and, as competition increases between destinations, places are also in need of reinventing themselves. At the same time, there are other challenges that places, and in particularly cities, face such as to reinvent (obsolete) infrastructure and make use of these spaces. Technological evolutions have made some physical activities unnecessary and many structures have become obsolete. For instance, in many places, a portion of infrastructure has no use today. These might be historic buildings, port spaces, railway stations, or industrial complexes. This fact provoked a search for the reframing of obsolete infrastructure and its function. In particular, and in Europe, the mode of rail transport has been widely used for many years. The modernization of the stations, through the use of emerging technologies with the advancement of information technologies, has made, in many cases, its spaces unnecessary. This has happened as well in Portugal, which will be the focus of the study. In Portugal a search for the revitalization of train stations has occurred in recent years. We use examples from different stages of decision-making. This research explores how this process of reframing obsolete spaces into use happens. As theoretical background, we build on social practices, organizational and social theories of change, and on works on urban sociology and sociology of culture. In this study the data were collected through direct and participant observation, conversations, and dialogues and through photos and videos made available in the public domain, especially in digital media.

Changing Dimensions of Contemporary Leisure

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.

Friday, 18 May	
14:50-16:30	**PARALLEL SESSIONS**

Information Technology and Innovation in Hotel Industry in a Context of Change

Margarita Fernández Monroy, Associate professor, Universidad de Las Palmas de Gran Canaria, Spain
Lucía Melián-Alzola, Universidad de Las Palmas de Gran Canaria, Spain

Tourism is a dynamic industry; therefore, organizations become vulnerable and have to respond to changes, whether involving risks or opportunities. This scenario of change requires a new management model that encourages organizational agility. In this context, information technologies (IT) have an important role as providers of agility, meaning that they develop other resources and capabilities that are necessary in adapting to the environment. Furthermore, IT constitute a key element that facilitates innovation in the development of adaptation and flexibility strategies in the tourist context, particularly in the hospitality industry. Therefore, the purpose of this paper is to explore the mediating role of organizational innovation between IT and hotel agility. The model was tested on the general managers of 4- and 5-star and Great Luxury hotels on the Canary Islands using a survey method. Multiple regression analysis was conducted to test the hypotheses. Results show that the uses of IT have a direct positive effect on innovation capability and on hotel agility. Moreover, innovation mediates the relationship between IT and hotel agility. The paper identifies the different uses of IT in hotels, focusing on the relationships with the main internal and external interest groups. The proposed uses of IT make it possible to adapt products, services, and processes to tourists´ changing demands. The findings of this study suggest the main uses of IT that promote innovation initiatives and make hotels agile.
Critical Issues in Tourism and Leisure Studies

Using Heritage and Tradition to Innovate in the Accommodation Sector

Prof. Angelo Presenza, Università degli Studi del Molise, Italy
Prof. Lorn Sheehan, Italy

Innovative hotels have been shown to outperform their less innovative competitors because of their ability to provide differentiated services that are more valued by consumers. While product, process, organizational/managerial, and market innovations are the most common types of innovations in hospitality, institutional innovations are also important to consider in terms of the practical development of competitive advantage. This research deepens the understanding of institutional innovations by exploring how heritage-related innovations might support a competitive advantage within the hospitality sector. In an attempt to add to the extant body of knowledge on the topic, this research explores the power that a relatively new and growing form of accommodation in Italy called "Albergo Diffuso" (meaning "distributed hotel" in English), has in describing innovation through heritage. The empirical analysis employs a mixed method (including desk analysis, direct interviews, and local site visits) to triangulate key findings and better comprehend the Albergo Diffuso concept as an example of institutional innovation. In hospitality (and in tourism, more generally) the ability to innovate is germane to competitive advantage and perhaps even survival in certain environments. This research will introduce challenges linked to heritage-based strategies that improve the ability of tourism firms to innovate.
Changing Dimensions of Contemporary Tourism, Critical Issues in Tourism and Leisure Studies

Room 3	**Contemporary Tourism**

Relevance of Amenities of Properties in Sharing Accommodation

Jacques Bulchand Gidumal, Universidad de Las Palmas de Gran Canaria, Spain
Santiago Melián-Gonzalez, Universidad de Las Palmas de Gran Canaria, Spain
Beatriz González Lopez-Valcarcel, Universidad de Las Palmas de Gran Canaria, Spain

Recently, the tourism sector has been subject to a significant change, due to the emergence of what has been called sharing (collaborative) economy and, by extension, the so-called sharing tourism. Due to its strong growth, it is an area that has received considerable recent attention in the literature. Nevertheless, due to the very recent nature of the phenomenon, there are many topics that have not yet been deeply analyzed. In this sense, a perspective that has received little attention so far is what amenities guests expect when they are using these type of options and how these amenities compare to when they are using more traditional accommodation options. In this research, we use a large sample of more than 100,000 active units from Spain offered through the Airbnb platform in order to analyze: i) which amenities (WiFi, heating, air conditioning, coffee maker, microwave, washing machine, dishwasher, allowing pets, iron, etc.) are most valued by guests, ii) how providing these amenities has an impact on the property price, and iii) how these amenities compare to those that are expected in traditional accommodation options, such as hotels. We will discuss implications for property managers regarding which amenities they should prioritize when preparing a unit for renting on the sharing economy based of the return on investment.
Changing Dimensions of Contemporary Tourism

Tourism Activities in Lanzarote Island: An Analysis through Discrete Choice Models

Hugo Padrón Ávila, Universidad de La Laguna, Spain
Raúl Hernández Martín, Universidad de La Laguna, Spain

Tourism is an activity based on the trips made by people traveling away from their usual place of residence. Therefore, understanding the movements made by visitors during their trips has been of interest for research for years. In fact, recent investigations have managed to track visitors through the destinations employed various techniques, such as GPS devices, photographs uploaded to different websites or surveys. Knowing how visitors move makes possible to know which places are really visited by tourists and the means of transport and itineraries they use to connect the visits done during a trip. However, the previous research carried out seems not to have considered the differences presented by visitors, which motivate them to travel and visit different places during their trips. In this study, we intend to know which are the determinants that motivate tourists to visit some places instead of others in Lanzarote. To carry out the analysis, the answers given by 43,301 visitors between 2010 and 2016 have been used. In these surveys, visitors were asked about various socioeconomic characteristics, their motivations to travel and characteristics of the trip made. In addition, surveys include a question regarding the visit of 12 attractions on the island. Thanks to this information, it has been possible to use discrete choice models to know which are the determining variables that motivate tourists to visit a given set of points of interest instead of others.
Changing Dimensions of Contemporary Tourism

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Friday, 18 May	
14:50-16:30	**PARALLEL SESSIONS**
	Sixty Years of Education for Tourism in Spain Mercedes Carreño, Director, School of Tourism, CENP, Madrid - A Coruña - Las Palmas de Gran Canaria, Spain In 1957 started the first programme for tourism education in Spain with the aim of providing professionals capable to develop that new activity. Tourism was considered as a whole, where different industries were related to each other in order to offer an experience to travelers, already named "tourists." Sixty years later tourism has become one of the main industries in Spain but, has the education for tourism reached the same level of development? This work aims to study in Depth the evolution of tourism education in Spain and its current situation. With this purpose, an intensive literature review has been conducted and the different academic programmes have been analysed. Also, in-depth interviews have been held with people who played important roles in the evolution of the studies from the starting proposal in private specialized schools to the current university studies. The result is a snapshot of the current situation of the education for tourism in Spain, the first step to find out whether this education corresponds to the needs of the different tourism industries. *Tourism and Leisure Industries* **Who should be encouraged to spread Word-of-Mouth Recommendations in Destination Marketing?: An Analysis of the Influence of Word-of-Mouth on Tourists' Decisions in an Online and Offline Context** Woratschek Herbert, Head of Department, Services Management, University of Bayreuth, Germany The purpose of this study is to characterise persuasive WOM sources and to explore what factors lead to more WOM in different contexts. In Study 1 and 2 we used personal interviews with tourist using a standardised questionnaire and in study 3 personal and online interviews. Study 1 tests influence of perceived WOM characteristics on buying intentions. Study 2 aimed at factors affecting WOM. Study 3 tests influence of perceived WOM characteristics in an online context. All studies apply partial least squared estimation using Smart PLS Similarity with and expertise of WOM source are relevant influence factors in an offline context. Communication propensity is an import factor influencing WOM intention. It is driven by variety-seeking tendency and risk acceptance of tourists. Both are characteristics of variety seekers. Although variety seekers are not loyal to tourism destinations, they spread more persuasive WOM than loyal tourists and open the gateway to a whole network of potential new tourists. In an online context, expertise becomes more important the less "personal" the context of the review is. When the medium has a more personal touch similarity has a greater importance. In an offline context tourism managers should focus on disloyal tourists to encourage WOM because variety seekers are very often perceived as experts. As a consequence, their WOM is more persuasive than frequenters' WOM. In an online context WOM it is more likely that anonymous WOM sources occur and therefore, managers should focus on people who are similar to their main target groups. *Changing Dimensions of Contemporary Tourism*
16:30-16:45	**Break**
16:45-18:00	**PARALLEL SESSIONS**
Room 2	**Making Meaning** **Expert Consensus Versus Statistical Techniques in the Delimitation of Tourism Destinations** Yurena Rodríguez Rodríguez, Universidad de La Laguna, Spain Raúl Hernández Martín, Universidad de La Laguna, Spain This paper is the result of a research problem that is becoming increasingly important in the field of tourism: the measurement of tourism at the local level for decision making. The aim of this paper is to statistically contrast the results obtained by defining tourism micro-destinations in the Canary Islands, as well as proposing some changes in the delimitation of them. In order to carry out this paper, we start with the delimitation of tourism micro-destinations methodology. Micro-destinations are identified based on the consensus of experts in tourism, by applying six criteria. After that, this paper examines the degree of homogeneity of the identified micro-destinations and makes an alternative grouping proposal based on statistical tools. After the application of the methodology, 47 tourism micro-destinations have been identified in the Canary Islands. The study of the homogeneity of these new areas has revealed that they are more homogeneous than the municipalities they belong. From the application of spatial statistics tools, an alternative grouping proposal of the tourism accommodation establishments of Adeje and Arona has been obtained. Micro-destinations of Adeje and Arona are more homogeneous than the municipalities as a whole, but less than initially expected. This paper confirms that micro-destinations have a high degree of coherence, despite their heterogeneity. And finally, the use of statistical analysis techniques is a fundamental support in the process of delimitation of micro-destinations, but it is not capable of replacing the criteria of experts, at least in the case of the study used. *Critical Issues in Tourism and Leisure Studies* **Online Destination Branding in a Fragmented Context : The case of Orvieto, Italy** Simone Splendiani, Università degli Studi di Perugia, Italy The importance of the destination brand management has become even more relevant in relation to the growth of the experiential dimension of tourist consumption. However, it turns out to be very difficult to apply effective strategies of destination branding, especially in contexts where the tourist offer is characterized by fragmentation and lack of strategic co-operation. The aim of this research is to analyse the case of Orvieto, an Umbrian city full of history and art: it is particularly significant as the local DMO is currently working to build a brand of destination able to integrate the city with its district. This means finding a correct place brand architecture strategy, able to relate brands of individual tourist companies and brands of tourist experiences as well as those of cities, districts and regions bordering on Orvieto. The analysis focuses on web communication strategies of the municipality of Orvieto and those of tourist operators of the surrounding area, in order to examine the complex of brands and the relationships developed among them. The analysis of brand policies is developed through a desk investigation of web pages and social networks accounts. Web content analysis is significant for two reasons: - the brand reputation of a tourist destination is frequently built on-line; - the reflected image on the web and the links created in it are an off-line behaviour proxy. The exploration-type analysis is intended to understand whether the brand architecture approach can be used, even in cases of fragmented tourist destinations. *Critical Issues in Tourism and Leisure Studies*

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	Friday, 18 May
16:45-18:00	**PARALLEL SESSIONS**
	Museums in Gran Canaria: Understanding the Perception of the Cultural Product Pablo Llinares, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain Despite its importance both to the tourism industry and to destination culture, there are few studies that focus on the museum product. Although museums in recent years have given much more serious consideration to attracting tourists, there is very little understanding of what visitors expect a museum to offer and what makes them satisfied with the experience. Understanding the image formation process as it relates to museums is a key factor for the competitiveness of a destination. This study seeks to provide a deeper understanding of this product. This study introduces the cultural perspective of the destination and then develops a measurement model of the museum image formation process. The model also examines visitor motivations and information sources as conditioning variables. Finally, it studies the effect of visitor image on satisfaction with the museum visitation experience. The results of this study are helpful to improve the marketing actions developed by the destination, integrating the cultural product in the destination management. Managerial implications are discussed. *Critical Issues in Tourism and Leisure Studies*
Room 3	**Special Topics in Tourism** **Influence of The Secondary Information Sources on the Gap of the Tourist Image** Josefa D. Martĺn Santana, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain Asunción Beerli-Palacio, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain Julo Rufo-Torres, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain The main objective of this work is to develop and empirically validate a model that allows us to explain how the different sources of secondary information that tourist can be exposed to before visiting a tourist destination influence the gap in image (pre- and post-visit). For this, we have proposed a classification of secondary information sources according to their greater or lesser information content and whether the tourist actively searches for or is passively exposed to the information contained within these sources. Furthermore, in the model of the image gap, we have also taken into account the perceived quality of such secondary information sources. The research has been carried out using a sample of 411 tourists in Tenerife, which represents one of the most important tourist destinations in Spain. The results reflect that the greater the number of secondary information sources with high information content and the less active the search, the greater the gap in the cognitive image. In contrast, sources of low information content and passive exposure generate a greater gap in the cognitive image. Moreover, the perceived level of quality of sources of information which are actively searched for negatively influences the cognitive image gap, while the perceived level of quality of sources to which tourists are passively exposed positively influences the cognitive image gap. *Critical Issues in Tourism and Leisure Studies* **Personality and Traveling Behaviour** Noelia Medina, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain Josefa D. Martĺn Santana, Universidad de Las Palmas de Gran Canaria, Lanzarote, Spain Diego R. Medina Muñoz, Universidad de Las Palmas de Gran Canaria, Lanzarote, United States The purpose of this study is to examine the influence of tourist personality on travel behavior in order to define communication strategies for each personality trait. The theory used to describe personality is the "Big 5" with its five broad personality dimensions–extraversion, agreeableness, openness, conscientiousness, and neuroticism, and the personality trait referred to as sensation seeking. The travel behavior was explained with the variables travel arrangements, traveling companions, type of accommodation, type of board, tourist expenditure, number of leisure trips, selection of tourist destination, repetition of leisure trip destination and leisure trip length. The research has been carried out using a sample of 450 tourists on Gran Canaria, one sun and beach destination of Spain. According to the results, personality traits influence on travel behavior, and this may explain the necessity of using personality as segmentation criteria besides socio-demographic characteristics traditionally used in touristic studies. This global comprehension of our tourists´personality traits and their influence on their tourist behavior could be of interest for destination managers and touristic suppliers who provide tourist leisure activities. *Critical Issues in Tourism and Leisure Studies*

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Eighth International Conference on The Constructed Environment
Wayne State University
Detroit, USA | **24–25 May 2018**
constructedenvironment.com/2018-conference

Eighteenth International Conference on Diversity in Organizations, Communities & Nations
University of Texas at Austin
Austin, USA | **6–8 June 2018**
ondiversity.com/2018-conference

Twenty-fifth International Conference on Learning
University of Athens
Athens, Greece | **21–23 June 2018**
thelearner.com/2018-conference

Thirteenth International Conference on The Arts in Society
Emily Carr University of Art + Design
Vancouver, Canada | **27–29 June 2018**
artsinsociety.com/2018-conference

Sixteenth International Conference on New Directions in the Humanities
University of Pennsylvania
Philadelphia, USA | **5–7 July 2018**
thehumanities.com/2018-conference

Sixteenth International Conference on Books, Publishing & Libraries
University of Pennsylvania
Philadelphia, USA | **7 July 2018**
booksandpublishing.com/2018-conference

Ninth International Conference on Sport & Society
Florida International University
Miami, USA | **19–20 July 2018**
sportandsociety.com/2018-conference

Thirteenth International Conference on Interdisciplinary Social Sciences
University of Granada
Granada, Spain | **25–27 July 2018**
thesocialsciences.com/2018-conference

Eleventh Global Studies Conference
University of Granada
Granada, Spain | **30–31 July 2018**
onglobalization.com/2018-conference

Eleventh International Conference on The Inclusive Museum
University of Granada
Granada, Spain | **6–8 September 2018**
onmuseums.com/2018-conference

Aging & Society: Eighth Interdisciplinary Conference
Toyo University
Tokyo, Japan | **18–19 September 2018**
agingandsociety.com/2018-conference

Eighth International Conference on Health, Wellness & Society
Imperial College London
London, UK | **20–21 September 2018**
healthandsociety.com/2018-conference

Third International Conference on Communication & Media Studies
University of California at Berkeley
Berkeley, USA | **18–19 October 2018**
oncommunicationmedia.com/2018-conference

Eighth International Conference on Food Studies
University of British Columbia - Robson Square
Vancouver, Canada | **25–26 October 2018**
food-studies.com/2018-conference

COMMON GROUND | Conference Calendar

Spaces & Flows: Ninth International Conference on Urban and ExtraUrban Studies
Marsilius Kolleg, Heidelberg University
Heidelberg, Germany | **25–26 October 2018**
spacesandflows.com/2018-conference

Ninth International Conference on The Image
Hong Kong Baptist University
Hong Kong SAR | **3–4 November 2018**
ontheimage.com/2018-conference

Fifteenth International Conference on Environmental, Cultural, Economic & Social Sustainability
UBC Robson Square
Vancouver, Canada | **17–19 January 2019**
onsustainability.com/2019-conference

Nineteenth International Conference on Knowledge, Culture, and Change in Organizations
UBC Robson Square
Vancouver, Canada | **21–22 February 2019**
organization-studies.com/2019-conference

Thirteenth International Conference on Design Principles & Practices
Saint Petersburg State University
Saint Petersburg, Russia | **1–3 March 2019**
designprinciplesandpractices.com/2019-conference

Fifteenth International Conference on Technology, Knowledge, and Society
ELISAVA Barcelona School of Design and Engineering
Barcelona, Spain | **11–12 March 2019**
techandsoc.com/2019-conference

Eleventh International Conference on Climate Change: Impacts & Responses
Pryzbyla Center, The Catholic University of America
Washington, D.C., USA | **16–17 April 2019**
on-climate.com/2019-conference

Ninth International Conference on Religion & Spirituality in Society
University of Granada
Granada, Spain | **25–26 April 2019**
religioninsociety.com/2019-conference

Twelfth International Conference on e-Learning & Innovative Pedagogies
Hotel Grand Chancellor Hobart
Hobart, Australia | **2–3 May 2019**
ubi-learn.com/2019-conference

Fourth International Conference on Tourism & Leisure Studies
Florida International University
Miami, USA | **16–17 May 2019**
tourismandleisurestudies.com/2019-conference

Ninth International Conference on The Constructed Environment
Centro Cultural Vila Flor
Guimarães, Portugal | **23–24 May 2019**
constructedenvironment.com/2019-conference

Nineteenth International Conference on Diversity in Organizations, Communities & Nations
University of Patras
Patras, Greece | **5–7 June 2019**
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Tenth International Conference on Sport & Society
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Seventeenth International Conference on New Directions in the Humanities
University of Granada
Granada, Spain | **3–5 July 2019**

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Seventeenth International Conference on Books, Publishing & Libraries
University of Granada
Granada, Spain | **5 July 2019**

booksandpublishing.com/2019-conference

Twenty-sixth International Conference on Learning
Queen's University Belfast
Belfast, UK | **24–26 July 2019**

thelearner.com/2019-conference

Fourth International Conference on Communication & Media Studies
University of Bonn
Bonn, Germany | **26–28 September 2019**
oncommunicationmedia.com/2019-conference

Fourth International Conference on

Tourism & Leisure Studies

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16–17 May 2019

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