



Fourth International Conference on  
**Tourism & Leisure Studies**

*Beyond Constraints: Valuing Diversity  
and Culture in the Tourism Experience*

16–17 May 2019  
Florida International University  
Miami, Florida

Fourth International Conference on  
**Tourism & Leisure Studies**

*"Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience"*

16–17 May 2019 | Florida International University - Biscayne Bay Campus | Miami, USA



[www.tourismandleisurestudies.com](http://www.tourismandleisurestudies.com)

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Fourth International Conference on Tourism & Leisure Studies  
[www.tourismandleisurestudies.com](http://www.tourismandleisurestudies.com)

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Designed by Ebony Jackson and Brittani Musgrove





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## **Chaplin School of Hospitality & Tourism Management**

### FLORIDA INTERNATIONAL UNIVERSITY

Dear Tourism & Leisure Studies Conference Delegates,

It is my sincere and great pleasure to welcome you to Miami, Florida!

The Sunshine State and City of Miami, I believe, are the perfect setting for this conference. In between the sessions and connecting with colleagues from all over the world you might have time to experience first-hand what makes Miami so special. Diversity and culture is indeed part of the genetic makeup of this popular tourist destination.

Greater Miami attracted 16.5 Million overnight visitors in 2018, many of which are from out of country. International visitors contributed 54% of the 18 billion total economic impact of tourism in Miami. Known as the gateway to Latin and South America, the city boasts a blend of cultures in its residents as well. Visitors flock to experience Calle Ocho or little Haiti, which have long become popular tourist attractions due to their unique culture.

The conference team and I are looking forward to hosting you and sharing a little bit of the Miami magic with you. From our world class beaches, to award winning dining, architecture, world class shopping, and unique natural areas such as the Everglades; we are sure you will enjoy your stay. Thank you for sharing your experiences, talents, and energy during the conference. We trust that these meaningful interactions create long-lasting working relationships and new friendships.

Welcome again from everyone in Miami and at the Chaplin School of Hospitality and Tourism Management at Florida International University. We wish you a comfortable and memorable stay. May the coming days be positive, uplifting, and filled with connections and new knowledge.

Sincerely,

Dr. Carolin Lusby  
Conference Chair & Assistant Professor

**Chaplin School of Hospitality and Tourism Management**

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Dear Tourism & Leisure Studies Conference Delegates,

Welcome to Miami and to the Fourth International Conference on Tourism & Leisure Studies. My colleagues and I from Common Ground Research Networks are honored to have you join us for this year's conference.

Over the course of three and a half decades, Common Ground has given voice to many thousands of scholars—speakers and authors with things to say about the world and who are saying them in order to change the world.

Common Ground has a strong commitment to providing opportunities for people like you to meet, share, and learn from each other. Across its range of research networks, Common Ground is deeply concerned with the critical issues of our time including, among other things, the nature of social change, the relationships of the human species to nature, the process of knowledge creation, the changing shape of organizations, and the dynamics of learning. These raise big-picture questions which in turn demand an interdisciplinary perspective, something that is often neglected in discipline-based conference, journal, and institutional structures.

Throughout its history, Common Ground has worked to develop new approaches to knowledge community building, including interactive conference formats, criterion-referenced peer review, and online social knowledge media. As a media innovator, we are creating the spaces and technical conditions in which, collectively, we can explore the meaning and purpose of tourism and leisure studies.

While conference inspiration may fade with time, Common Ground offers a means for keeping inspiration alive through CGScholar, an online environment for knowledge working and learning. We encourage all conference participants to explore CGScholar—an internet venue for intellectual interaction and imagination.

I am grateful to all of you for sharing your work at this conference. I'd also like to thank this year's Conference Chair, Dr. Carolin Lusby, who has poured such a phenomenal amount of work into this conference. Additionally, I thank my colleagues Rachael Arcario, Tamsyn Gilbert, Kim Kendall, and Crystal Lasky Robinson, who have helped organize and produce this meeting with great dedication and expertise.

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.

Best wishes,



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



*Founded in 1984, we are committed to building new kinds of knowledge communities,  
innovative in their media and forward thinking in their messages.*



Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground Research Networks takes some of the pivotal challenges of our time and curates 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 Research Networks are meeting places 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.

Common Ground Research Networks offer integrated programs of action: international conferences, scholarly journals, book imprints, and online dialogue spaces using our path-breaking social knowledge software, *CGScholar.com*

 Aging & Social Change Research Network	 The Arts in Society Research Network	 Books, Publishing & Libraries Research Network	 Climate Change: Impacts & Responses Research Network
 Communication and Media Studies Research Network	 Constructed Environment Research Network	 Design Principles & Practices Research Network	 Diversity in Organizations, Communities & Nations Research Network
 e-Learning & Innovative Pedagogies Research Network	 Food Studies Research Network	 Global Studies Research Network	 Health, Wellness & Society Research Network
 The Image Research Network	 The Inclusive Museum Research Network	 Interdisciplinary Social Sciences Research Network	 The Learner Research Network
 New Directions in the Humanities Research Network	 On Sustainability Research Network	 Organization Studies Research Network	 Religion in Society Research Network
 Spaces & Flows Research Network	 Sports & Society Research Network	 Technology, Knowledge & Society Research Network	 Tourism and Leisure Research Network

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cgscholar



# **Tourism & Leisure Studies Research Network**

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





# Tourism & Leisure Studies | About the Research Network

Founded in 2015, the Tourism & Leisure Studies Research Network is brought together to explore the economic, cultural, and organizational aspects of tourism and leisure.

## Conference

The annual conference is built upon three key features: Internationalism, Interdisciplinarity, and Inclusiveness. Conference delegates include leaders in the field, as well as emerging artists and 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.

You have already begun your engagement in the Tourism & Leisure Studies 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.

## Publishing

The Research Network enables members to publish through two media. First, network members can enter a world of journal publication, unlike the traditional academic publishing forums—a result of the responsive, non-hierarchical, and constructive nature of our member based peer review process. The *Journal of Tourism and Leisure Studies* provides a framework for member based double-blind peer review, enabling authors to publish into an academic journal of the highest standard, but also to participate in the validation of knowledge that is produced by the research network. The second publication medium is through the e-Learning & Innovative Pedagogies Book Imprint, where we publishing cutting edge books in print and electronic formats.

We encourage you to submit an article for review and possible publication in the collection. In this way, you may share the finished outcome of your presentation with other participants and members of the network. As a member, 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 network, you also have online access to the complete works (current and previous volumes) of journal and to the book imprint. We also invite you to consider submitting a proposal for the book imprint.

## Membership

As a Tourism & Leisure Studies Research Network member you have access to a broad range of benefits, tools, and resources:

- 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 e-newsletter, providing access to news and announcements for and from the Research Network.
- Option to add a video presentation to the research 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.





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

## Theme 1: Changing Dimensions of Contemporary Tourism

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

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

## Theme 2: Changing Dimensions of Contemporary Leisure

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



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

## Theme 3: Tourism and Leisure Industries

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

What are our tools of critique?

## Theme 4: Critical Issues in Tourism and Leisure Studies

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



## Fourth International Conference on Tourism & Leisure Studies

*Beyond Constraints: Valuing Diversity  
and Culture in the Tourism Experience*

16–17 May 2019  
Florida International University  
Miami, Florida

Conference Partner:



### **Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience**

The tourism industry has the potential to take a leading role in fostering intercultural understandings, where local uniqueness and cultural diversity are both seen as assets, contributing to a memorable experience and excellent tourist product. To achieve this, the industry must confront the ways in which it can inadvertently produce meanings that exclude many from the narrative, by simplifying them into dominant, and commercial interpretations of culture and people. How then do we construct authentic and unique meanings and places, as we reflect and design culture for tourism? How can the focus be on diverse experiences and direct human interactions, as opposed to the barriers created by in tourism bubbles such as mass resorts or cruise ships?



## Tourism & Leisure Studies | Scope and Concerns

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.







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.

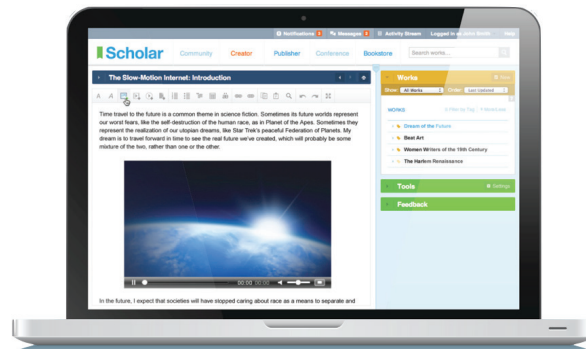
- Claudia Bell, University of Auckland, Auckland, NZ
- Christina Cameron, Université de Montréal, Montreal, Canada
- Raj Chintaram, African Network for Policy, Research & Advocacy for Sustainability (ANPRAS), Port Louis, Mauritius
- Nimit Chowdhary, Indian Institute of Tourism and Travel Management, 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
- Maria Gravari-Barbas, Institute for Research and High Studies on Tourism, Paris 1 – Sorbonne University, France
- Sawsan Khries, University of Yarmouk, Irbid, Jordan
- Carolin Lusby, Florida International University, Miami, US
- Angelo Presenza, University of Molise, Italy
- ASLI Tasci, University of Central Florida, Orlando, US



## 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.





## A Digital Learning Platform

Use Scholar to Support Your Teaching

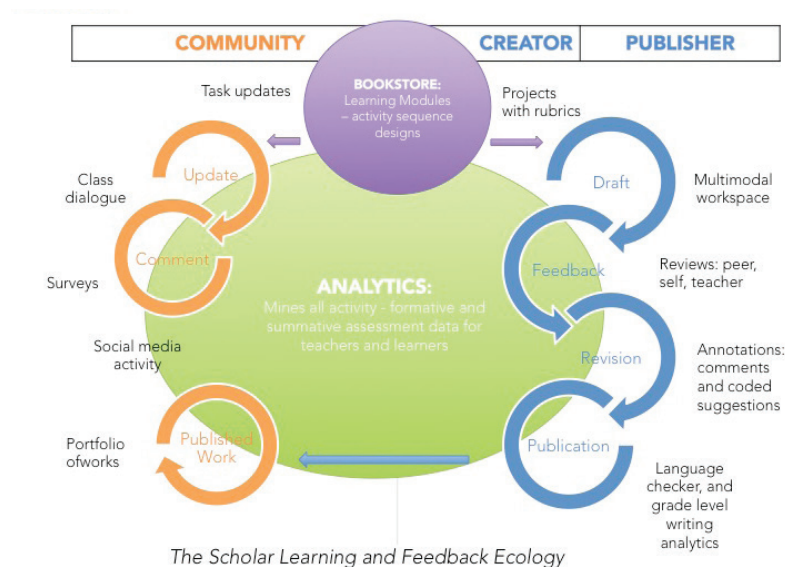
Scholar is a social knowledge platform that *transforms the patterns of interaction in learning by putting students first*, positioning them as knowledge producers instead of passive knowledge consumers. Scholar provides scaffolding to encourage making and sharing knowledge drawing from multiple sources 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 visit the CGScholar Knowledge Base for further information ([https://cgscholar.com/cg\\_support/en](https://cgscholar.com/cg_support/en)).

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



Scholar is a generation beyond learning management systems. It is what we term a *Digital Learning Platform*—it transforms learning by engaging students in powerfully horizontal “social knowledge” relationships.

For more information, visit: <http://knowledge.cgscholar.com>.



# Tourism & Leisure Studies Journal

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



## About

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

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

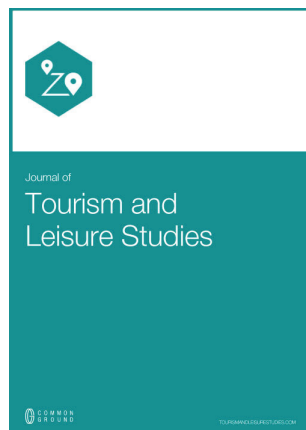
## Editor



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

## 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.



## Indexing

CABI's Leisure Tourism Database

China National Knowledge Infrastructure (CNKI Scholar)

## DOI:

10.18848/2470-9336/CGP

## Founded:

2015

## Acceptance Rate:

14% (2017)

## Publication Frequency:

Biannually (June, December)

## ISSN:

2470-9336 (Print)

2470-9344 (Online)

## Network Website:

[tourismandleisurestudies.com](http://tourismandleisurestudies.com)







## 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 visit the CGScholar Knowledge Base ([https://cgscholar.com/cg\\_support/en](https://cgscholar.com/cg_support/en)) 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. Authors can learn the status an article by contacting [articlestatus@cgnetworks.org](mailto:articlestatus@cgnetworks.org) and status updates will be sent via email from [articlestatus@cgnetworks.org](mailto: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: [https://cgscholar.com/cg\\_support/en/docs/41-change-note](https://cgscholar.com/cg_support/en/docs/41-change-note). 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: [https://cgscholar.com/cg\\_support/en/docs/33-how-to-register](https://cgscholar.com/cg_support/en/docs/33-how-to-register). 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: <https://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 use of the Chicago Manual of Style (seventeenth edition) and the other listed requirements: <https://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 CGScholar DOI: <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 CGScholar 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 be published with a full citation as soon as it is ready, even if that is before the full issue is published.





## Hybrid Open Access

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

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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 visit the CGScholar Knowledge Base for further information ([https://cgscholar.com/cg\\_support/en](https://cgscholar.com/cg_support/en)).



## International Award for Excellence

*Journal of Tourism and Leisure Studies* presents an annual International Award for Excellence for new research or thinking in the area of religion. All articles submitted for publication in *Journal of Tourism and Leisure Studies* are entered into consideration for this award. The review committee for the award is selected from the International Advisory Board for *Journal of Tourism and Leisure Studies* and the annual International Conference on Tourism & Leisure Studies. The committee selects the winning article 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 3

Heather Duplaisir, CEO, Healing Water Journeys

Pavlina Latkova, Associate Professor, San Francisco State University, San Francisco, USA

Jackson Wilson, Associate Professor, San Francisco State University, San Francisco, USA

Malia Everette, Founder and CEO, Altruvistas

## For the Article

"Impacts of Participation in Socially Responsible Tourism on Tourist's Attitudes and Future Behavior: Amazon Watch Journey to Ecuador," *Journal of Tourism and Leisure Studies*, Volume 3, Issue 2

DOI: 10.18848/2470-9336/CGP/v03i02/1-19

## Abstract

Socially responsible tourism (SRT), a viable alternative to mass tourism, promotes local communities. SRT evolved from sustainable tourism and ecotourism when the original focus on the environment expanded to include a concern for the well-being of local communities. Past studies have shown that ecotourism has the ability to change tourists' behavior and attitudes, ultimately benefiting endangered ecosystems. Further research has investigated socioeconomic benefits that result from SRT for local communities visited. However, research has yet to examine if SRT has the ability to change tourists' attitudes and behavior regarding communities they visit. The present case study applies Ajzen's Theory of Planned Behavior (TPB) to examine change in tourist attitudes and behavior as a result of participating in a socially responsible tour to the Ecuadorian Amazon with Amazon Watch. Social responsibility was implemented into the tour with the intention to create attitudes and behavior in tour participants that would result in advocacy for local communities visited. The study revealed that participation in the socially responsible tour resulted in participants advocating for the communities they visited while on the tour by integrating their insights from the tour into their professional endeavors.



## Research Network Membership and Personal Subscriptions

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

To view articles, go to <https://cgscholar.com/bookstore> and select the "Sign in" option. An account in CGScholar has already been made on your behalf; the username/email and password are identical to your CG Publisher account. After logging into your account, you should have free access to download electronic articles in the bookstore. If you need assistance, select the "help" button in the top-right corner, or visit the CGScholar Knowledge Base for further information ([https://cgscholar.com/cg\\_support/en](https://cgscholar.com/cg_support/en)).

## Journal Subscriptions

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

For more information, please visit:

- <https://tourismandleisurestudies.com/journal/hybrid-open-access>
- Or contact us at [subscriptions@cgnetworks.org](mailto:subscriptions@cgnetworks.org)

## Library Recommendations

Use our website to recommend that your institution subscribe to *Journal of Tourism and Leisure Studies*:  
[https://cgscholar.com/cg\\_support/en/docs/58-institutional-subscriptions](https://cgscholar.com/cg_support/en/docs/58-institutional-subscriptions).



# **Tourism & Leisure Studies Book Imprint**

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



## Call for Books

The Tourism & Leisure Studies Research Network is setting new standards of rigorous academic knowledge creation and scholarly publication. If your book is a brilliant contribution to a specialist area of knowledge that only serves a small intellectual community, we still want to publish it.

## Book Proposal Guidelines

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

- Title
- Author(s)/editor(s)
- Draft back-cover blurb
- Author bio notes(s)
- Table of contents
- Intended audience and significance of contribution
- Sample chapters or complete manuscript
- Manuscript submission date

Submit proposals by email to [books@cgnetworks.org](mailto:books@cgnetworks.org). Please note the book imprint to which you are submitting in the subject line.

## What We Publish?

We welcome proposals or completed manuscripts between 30,000 words and 150,000 words in length that fall into one of the following categories:



### New Works

We accept proposals that are individually or jointly authored books.



### Collections

Edited collections addressing a clear theme or collections of articles previously published in Common Ground Research Networks journals.



### Classics

Re-issued or out-of-copyright classics with new introductions.



### Inclusive

Submissions from across national origins, experiences, and disciplinary perspectives.



### Broad or Niche

We are not driven solely by potential sales, but by the quality of the work. Books on niche topics or specialized subjects are welcome.

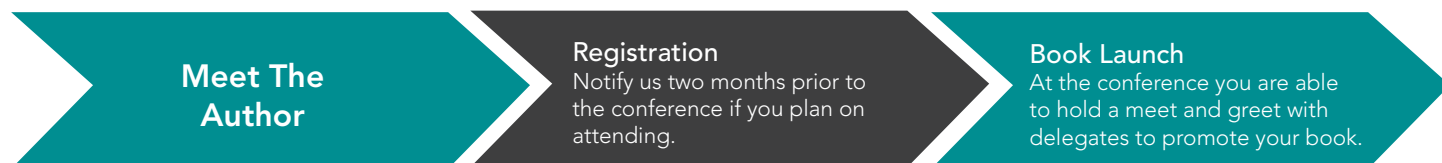


### Better Feedback

Our process pairs authors with reviewers specialized in the area topic.



## Author Support



## Five Minute Q&A Video

Newly published authors are encouraged to send in a five minute video about themselves that will allow them to interact with their readers. Once approved, the video will be uploaded to scholar, and shared through Common Ground Research Networks social media.

- What made you write about this subject?
- What is your favorite chapter of the book?
- What is your writing process like?
- What is the message that you would take away from your book?



## Scholar Account

Every author is given a Common Ground Scholar Account. This account will allow learners to represent their knowledge multi-modally in the 'cloud' - with text, image, audio, video and dataset, all in the one space. A space to interact with people who have read or who are interested in your book. Scholar acts as your own scholarly social network for you to promote your book and interact with peers in a similar field of study.

## Call for Book Reviewers

Common Ground Research Networks is seeking distinguished peer reviewers to evaluate book manuscripts.

As part of our commitment to intellectual excellence and a rigorous reviewing process, Common Ground sends book manuscripts that have received initial editorial approval to peer reviewers to further evaluate and provide constructive feedback. The comments and guidance that these reviewers supply is invaluable to our authors and essential part of the publication process.

We recognize the important role of reviewers by acknowledging book reviewers as members of the Editorial Review Board for a period of at least one year. The list of members of the Editorial Review Board will be posted on our website.

If you would like to review book manuscripts, please send an email to [books@cgnetworks.org](mailto:books@cgnetworks.org) with:



A brief description of your professional credentials



A list of your areas of interest and expertise



A copy of your CV with current contact details



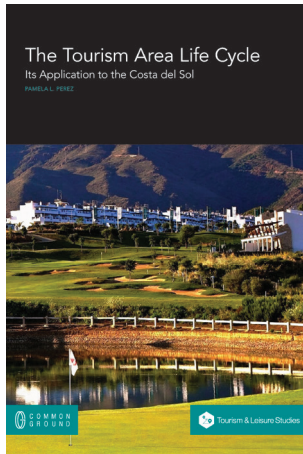
## The Tourism Area Life Cycle: Its Application to the Costa del Sol

Pamela L. Perez

This book explores the impact of tourism on the aquatic resources of the Mediterranean tourist destination of the Spanish Costa del Sol. In doing so, this study applies the "Tourism Area Life Cycle" theory. According to this theory, the tourist destination organically is born and evolves through life stages, analogous to a living organism, depending upon the scale of its sociopolitical, economic and environmental circumstances.

Most impressively, a newly created stage pertaining to this tourism theory is discovered in this study for this space. This is possible given the destination's particular history, and due to the impact of the operation of almost a hundred golf courses constructed from Malaga to Cádiz, on its environment. In the final analysis, it is an inaugural study, both in form and in function, of the resulting consequences these tourism structures have on the limited aquatic resources of this Mediterranean coastline, nicknamed, and rightly so, the "Costa del Golf."

The "Tourism Area Life Cycle" theory, originally conceived by the well-known environmentalist Richard W. Butler, has been applied to such tourist destinations as Hawaii, the Australian Gold Coast, Miami, the Pennsylvanian Amish, and Venice, just to mention a few. However, this book contains its first application ever to the Spanish Costa del Sol, as well as the discovery of a new stage in the life cycle, pertaining to this tourist destination's present circumstances.



### ISBNs:

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### Network Website:

[tourismandleisurestudies.com](http://tourismandleisurestudies.com)

### DOI:

10.18848/978-1-86335-114-0/CGP

### Author Bio

Dr. Pamela L. Pérez was born in New York, New York. She spent her childhood in La Paz, Bolivia, Tegucigalpa, Honduras, and San José, Costa Rica. She graduated from the Universidad Complutense of Madrid, where she obtained her undergraduate and graduate degrees, as well as a doctorate in Political Science and Sociology. There, she taught Spanish Cultural Geography. Dr. Pérez currently teaches at California State University, Northridge. She has participated in international conferences and is published in international journals on subjects ranging from the environment to Spanish literature.

# Tourism & Leisure Studies Conference

*Curating global interdisciplinary spaces, supporting  
professionally rewarding relationships*





# Tourism & Leisure Studies | About the Conference

## 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 conference aims to provide a space for careful, scholarly reflection, and open dialogue.

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
- 2018 - Universidad de Las Palmas de Gran Canaria, Tides Research Center, and EU Turismo de Lanzarote held at Hotel Princesa Yaiza, Lanzarote, Canary Islands, Spain

## Plenary Speaker Highlights:

The International Conference on Tourism and Leisure Studies has a rich history of featuring leading and emerging 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)





# Tourism & Leisure Studies | About the Conference

## Past Partners

The International Conference on Tourism and Leisure Studies had the pleasure of working with the following organizations:



Canary Islands (2018)



Escuela Universitaria de Turismo de Lanzarote,  
Tahiche, Spain (2018)



Institute of Sustainable Tourism and Economic Development (Tides) (2018)



International Institute for the Inclusive Museum (iiiM)  
Network Partner



Lanzarote Tourism Board (2018)



University Las Palmas de Gran Canaria,  
Canary Islands  
Network Partner

## Become a Partner

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. Please visit the CGScholar Knowledge Base ([https://cgscholar.com/cg\\_support/en](https://cgscholar.com/cg_support/en)) 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 25 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

### Interdisciplinary

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this research 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 commentary and/or group discussion. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.



## Focused Discussion

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



## Workshop/ Interactive Session

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



## Poster Sessions

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



## Innovation Showcase

Researchers and innovators present products or research and development. All presentations should be grounded in presenters research experience. Promotional conversations are permissible, however, products or services may not be sold at the conference venue.



## 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, 16 May

8:00–9:00	Conference Registration Desk Open
9:00–9:30	Conference Opening—Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States, Dr. Carolin Lusby, Assistant Professor, Chaplin School of Hospitality & Tourism Management, Florida International University, Miami, United States
9:30–10:05	Plenary Session—Dr. Ricardo Ricci Uvinha, Associate Professor, Graduate Program in Tourism, Leader, Interdisciplinary Group of Leisure Studies, University of Sao Paulo, Sao Paulo, Brazil <i>"Beyond Constraints: Tourism and Leisure as a Right in Contemporary Society"</i>
10:05–10:35	Plenary Session - Dr. Hitesh Mehta President, HM Designs, Miami, United States <i>"Paradise under Attack: Overtourism in Rural Areas"</i>
10:35–11:05	Garden Conversation
11:05–11:15	Transition Break
11:15–12:00	Talking Circles Room 1: Changing Dimensions of Contemporary Tourism / Changing Dimensions of Contemporary Leisure Room 2: Tourism & Leisure Industries Room 3: Critical Issues in Tourism and Leisure Studies Room 4: 2019 Special Focus - <i>Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i>
12:00–12:10	Transition Break
12:10–13:25	Parallel Sessions
13:25–14:15	Lunch
14:15–15:30	Parallel Sessions
15:30–15:45	Coffee Break
15:45–17:00	Parallel Sessions
17:00–19:30	Welcome Reception, Film Screening, and Plenary Talk: Charles J. Kropke, CEO, Tropic Moon Holdings <i>The Unseen Everglades: Inside a Legendary Wilderness</i>



## Friday, 17 May

8:30–9:00	Conference Registration Desk Open
9:00–9:15	Daily Update—Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States
9:15–9:50	Plenary Session—Dr. Drew Martin Director and Professor, University of South Carolina, Colombia, United States <i>"Moving off the Scale to Understand Visitors' Motivations and Behaviors"</i>
9:50–10:20	Garden Conversation
10:20–10:25	Transition Break
10:25–11:40	Parallel Sessions
11:40–12:40	Lunch
12:40–12:55	Transition Break
12:55–13:40	Parallel Sessions
13:40–13:55	Coffee Break
13:55–15:35	Parallel Sessions
15:35–15:45	Transition Break
15:45–16:30	Talking Circles Room 1: Changing Dimensions of Contemporary Tourism / Changing Dimensions of Contemporary Leisure Room 2: Tourism & Leisure Industries Room 3: Critical Issues in Tourism and Leisure Studies Room 4: 2019 Special Focus - <i>Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i>
16:30–17:00	Conference Closing & Award Ceremony







# Tourism & Leisure Studies | Conference Highlights

## Special Events

### Pre-Conference Tour: Miami City & Beach + Miccosukee Village Experience

Wednesday, 15 May | Time: 8:00AM | Cost: US\$88.00

Join fellow conference delegates and plenary speakers and fully get to know the city of Miami and its surrounding area on this full day tour!

Delegates will be picked up at the conference hotel and will start on an open top bus with a tour of the city of Miami and its many beaches. Following this, participants will be dropped off and given a 45 minute break where they can pick from one of the many surrounding restaurants for lunch. After lunch, climb aboard our larger enclosed bus for a trip to the Everglades where we will take an airboat ride to visit the Miccosukee Indian Village.

### Conference Welcome Reception, Film Screening, and Plenary Talk: Charles J. Kropke

Common Ground Research Networks, Florida International University, and the Tourism & Leisure Studies Conference will be hosting a welcome reception at Florida International University's Wine Spectator Management Lab. The restaurant lab is located in the conference venue, the Chaplin School for Hospitality & Tourism Management, and will be held directly following the last parallel session of the first day, **Thursday, 16 May**.

The Wine Spectator Management Lab is a fully-operational restaurant that serves as an on-site laboratory in which students can get the experience of operating a restaurant without having to leave campus. The Advanced Food Laboratory and the Mel Dick Wine Tower provide students with dedicated spaces to practice their skills in the areas of food and beverage management. Technology is integrated seamlessly through the use of cutting-edge tools that provide guests and students with an experience that can be found in highly-rated commercial restaurants.

Wine and beer will be provided by the local university along with a selection of appetizers. As a bonus, the third plenary speaker of the day, Charles J. Kropke, will screen his Emmy winning documentary, *The Unseen Everglades: Inside a Legendary Wilderness*.

Join other conference delegates and plenary speakers for drinks, light hors d'oeuvres, and a chance to converse. We look forward to hosting you!





## Drew Martin

### *"Moving off the Scale to Understand Visitors' Motivations and Behaviors"*



Drew Martin received his PhD and MA from the University of Hawaii at Manoa, Honolulu, and his MBA and BA from Pacific Lutheran University in Tacoma, Washington. Prior to taking his current position, Martin was professor of marketing (2004–2016) and interim dean (2016–17) at University of Hawai'i at Hilo. Previously, Martin worked with the College of Business Administration, North Dakota State University (1999–2004), Lundquist College of Business, University of Oregon (1997–99), and School of Economics, Niigata University, Japan (1995–97), served as senior associate editor of *Buyer Behavior*, *Journal of Business Research* (2012–15), and associate editor for the *International Journal of Culture, Tourism, and Hospitality Research* (2007–13).

## Ricardo Ricci Uvinha

### *"Beyond Constraints: Tourism and Leisure as a Right in Contemporary Society"*



Prof. Dr. Ricardo R. Uvinha is associate professor of the Graduate Program in Tourism, leader of the Interdisciplinary Group of Leisure Studies, and associate dean of the School of Arts, Sciences, and Humanities, University of Sao Paulo USP, Brazil. He holds a master's degree in leisure studies from the State University of Campinas (1997), a PhD in tourism and leisure from the University of Sao Paulo (2003) and a post doctorate in tourism and leisure studies from Griffith University, Australia (2004). Dr. Ricardo Uvinha is the author of several articles and books in his country focused on

tourism and leisure. He is strongly committed to projects that focus on the development of tourism and leisure studies in Brazil, mostly in the Sao Paulo region and related to sports tourism and sports mega-events. Former president of the Brazilian Association for Leisure Studies (2014–2016) and former vice-president of the World Leisure Organization (2007–2016), he was the chairman of the 15th World Leisure Congress (2018) and has attended academic and professional meetings in more than 50 countries.

## Hitesh Mehta

### *"Paradise under Attack: Overtourism in Rural Areas"*



Hitesh Mehta is a protected area physical planner, landscape architect, architect, interior architect, and is an author of three books, including *Authentic Ecotodges* by world renowned publisher Harper Collins. Hitesh is considered by his peers as one of the world's leading authorities, practitioners, and researchers on sustainable tourism/ecotourism, physical planning, and both the landscape architectural and architectural aspects of ecolodges. Hitesh has vast experience in protected area physical planning and has worked on integrated biodiversity and sustainable tourism plans that protect

the last remaining endangered species. Hitesh has over 30 years' experience, having worked and consulted in 64 countries on six continents. He is the go-to ecolodge consultant for National Geographic Traveller Magazine.

He is one of the co-founders of both the Global Ecotourism Network and Ecotourism Kenya and was the longest serving board member of The International Ecotourism Society. In July 2006, National Geographic Adventure magazine identified Hitesh as one of five Sustainable Tourism Pioneers in the world. He has been featured / interviewed / mentioned in over 145 international magazines, newspapers, books, newsletters, and blogs. Mr. Mehta is also an adjunct professor, a professional photographer, and a hall of fame cricket player of Kenya.



## Charles J. Kropke

*"The Unseen Everglades: Inside a Legendary Wilderness"*



Overseeing a family of companies in creative financing, sustainable tourism, sustainable development, and radical environmental change, Charles J. Kropke is an energetic entrepreneur with a concentration of knowledge in financial markets and trends, demographics, energy technologies, history, and town planning. As CEO of Dragonfly Expeditions, Florida's largest corporate tour company, Charles is a leader in educational, ecological, historic, and cultural tours in Florida and the Caribbean basin. He has created over 150 distinctive tours in Florida. These tours have been featured by

The Travel Channel, The Weather Channel, National Geographic, Condé Nast Traveler, and many other media outlets around the globe.

In October 2012, the very first tour for Margaritaville Adventures (an affiliate of international singer, songwriter, author Jimmy Buffett) was launched. Seven new programs for the 2017/2018 seasons have recently been launched. This is a fast-growth enterprise in Charles's business interests.

In October 2017, Mr. Kropke launched a new seaplane manufacturing company called Aquarius Seaplanes. The company hopes to have the first aircraft roll off of the assembly line in 2019. Charles is also behind the resurgence of a schooner-based Cruise company called Windjammer Sailing Adventures patterned after the beloved 60 year old Windjammer Barefoot Cruises. These combined companies would complete a trifecta of adventure by land, sea, and air.

Other endeavors in this family of companies include Green Heron Gifts / Made in Florida (A Florida Gift Company), Earth Lion Expeditions, an international expeditionary tour company; and Terraqua Innovations, a sustainable products company.

Mr. Kropke voluntarily served for over ten years as a first lieutenant in the Everglades Restoration Movement, working to restore large sections of degraded Everglades's habitat. There, he gained daily exposure to the habits and temperament of such Florida wildlife as alligators, water moccasins, Everglades's snail kites, river otter, and the many varieties of Florida wading birds. He is currently a driving force in the ecological recreation of an extinct ecosystem, the Pond Apple forests of Lake Okeechobee, and frequently donates time, resources, and his expertise to advance fundraising efforts for The Nature Conservancy of Florida.

Charles' first book, written in collaboration with Eleanor Goldstein, prolific author and international speaker, is *South Beach: Stories of A Renaissance*. The book captures the individual accounts of economic, cultural, and political renewal that has created the dynamic international resort that is today's South Beach. The book is a treasure trove of original stories and nascent legends. These stories are the culmination of over four dozen personal interviews with influential leaders of South Beach. When added to the original artwork and stunning photography of painter/artist Joe Davis, the book is a masterful addition to the existing literature of Florida history lavishly illustrated with 150 full color images including 4 double page gate folds. His next book, already underway, is titled *The Everglades: Stories of A Legendary Wilderness*.

Through his media company, Tropic Moon Media, Charles created three hour-long PBS documentaries in 2015. One of those documentaries, *The Unseen Everglades, Inside A Legendary Wilderness*, garnished an Emmy Award and was shown on PBS affiliates throughout the country. The much-heralded new, six-part national PBS series *Battleground Everglades* began airing in January 2018. His new documentary on the beginnings of New York City, *Hidden New York*, is being picked up by a national network this fall. Mr. Kropke's second media company is Adventure Life Productions, creator of the provocative art photography project, *Abandoned Vehicles of the Everglades*.

Finally, Mr. Kropke started Florida's first home automation company (IntetelliNet Corporation), was a stockbroker with Dominick & Dominick NYSE, and has acquired over twenty-five years' experience hiking, canoeing, exploring, interpreting, and restoring Florida's unique historical and environmental treasures. He is a regularly featured presenter on Florida's speaker's circuit.

Charles is the father of 15 adopted children and resides in Miami, Florida.





## Lynn Beckles



Lynn Beckles is currently completing her doctoral studies on culture and quality service experiences in the tourism industry of an island destination. She is an online facilitator with the University of the West Indies Open Campus as well as a mentor and coach working with micro entrepreneurs in the Caribbean and the South Pacific. Lynn describes herself as a social scientist, curious about life in island destinations and keen to explore how culture influences performance in the service industry. When she is not in her garden, she is contemplating painting again or volunteering at church or in her community.

## Yaxin (Louisa) Li



Yaxin (Louisa) Li is an international student who is from China. She is an undergraduate student with an economic minor at the University of Cambridge and is now pursuing a management degree at the University of British Columbia, Okanagan Campus. Louisa has many passions in tea from her experience working in a traditional Chinese tea house as a tea specialist. She also developed her interest in tourism from her go global experience in Winery, sustainability, and tourism studies in Tuscany. She is working closely with various tourism and cultural organizations, including Thompson Okanagan Tourism Association in Okanagan Valley, studying tasting experience and the feasibility of tea offerings in Okanagan.

## Carina Mansey



Carina Mansey is a sociology PhD candidate based in the School of Arts and Social Sciences at City, University of London. She currently works at the same institution as an examiner for Cass Business School and an application advisor for Careers Service. Carina has taught as a visiting lecturer on a variety of undergraduate social sciences modules. Her current research focuses on the emergence of dining, as a leisure practice, in France and England. Her broader interests include celebrity studies, culinary leisure and tourism practices, media analysis, and human figurations and social theory.

## Andrea Schurmann



Andrea Schurmann is an Australian Postgraduate Award recipient undertaking a PhD in Tourism within the Division of Tropical Environments & Societies, James Cook University, Cairns. Andrea has taught at JCU in the areas of sustainability, tourism & planning. She has held marketing and management positions in the tourism industry and has been involved in the sustainable design of buildings and interiors. Her work as a research assistant has included projects on climate change adaptation, social sustainability indicators, marine debris, sustainable destination development, sustainable tourism product development, tourism visitor studies & event evaluations, sustainable urban tropical design as well as evaluations of public environmental education programs. Her broader interests include sustainable tourism, CSR, architectural tourism, heritage tourism & sustainable architecture. Her current research combines these interests focusing on sustainable tourism development of architecture from the modern era for the benefit of local community wellbeing.

Thursday, 16 May	
08:00-09:00	Conference Registration Desk Open
09:00-09:30	Conference Opening - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States; Dr. Carolin Lusby, Assistant Professor, Chaplin School of Hospitality & Tourism Management, Florida International University, United States
09:30-10:05	Plenary Session - Ricardo Ricci Uvinha, Associate Professor, Graduate Program in Tourism, Leader, Interdisciplinary Group of Leisure Studies, University of Sao Paulo, Brazil
	<p>"Beyond Constraints: Tourism and Leisure as a Right in Contemporary Society"</p> <p>Prof. Dr. Ricardo R. Uvinha is Associate Professor of the Graduate Program in Tourism, Leader of the Interdisciplinary Group of Leisure Studies and Associate Dean of the School of Arts, Sciences and Humanities, University of Sao Paulo USP, Brazil. He holds a Master's Degree in Leisure Studies from the State University of Campinas (1997), a PhD in Tourism and Leisure from the University of Sao Paulo (2003) and a Post doctorate in Tourism and Leisure Studies from Griffith University, Australia (2004). Dr. Ricardo Uvinha is the author of several articles and books in his country focused on Tourism and Leisure. He is strongly committed to projects that focus on the development of Tourism and Leisure Studies in Brazil, mostly in the Sao Paulo region and related to the Sports Tourism and Sports Megaevents. Former president of the Brazilian Association for Leisure Studies (2014-2016) and former Vice-President of the World Leisure Organization (2007-2016), he was the Chairman of the 15th World Leisure Congress (2018) and has attended academic and professional meetings in more than 50 countries.</p>
10:05-10:35	Plenary Session - Hitesh Mehta President, HM Designs, Miami, USA
	<p>"Paradise Under Attack: Overtourism in Rural Areas"</p> <p>Hitesh Mehta is a Protected Area Physical Planner, Landscape Architect, Architect, Interior Architect, and is an author of three books, including "Authentic Ecolodges" by world renowned publisher - Harper Collins. Hitesh is considered by his peers as one of the world's leading authorities, practitioners and researchers on sustainable tourism/ecotourism physical planning and both the landscape architectural and architectural aspects of ecolodges. Hitesh has vast experience in Protected Area Physical Planning and has worked on Integrated Biodiversity and Sustainable Tourism Plans that protect the last remaining endangered species. Hitesh has over 30 years' experience, having worked and consulted in 64 countries on six continents. He is the go-to ecolodge consultant for National Geographic Traveller Magazine.</p> <p>He is one of the co-founders of both the Global Ecotourism Network and Ecotourism Kenya and was the longest serving Board Member of The International Ecotourism Society. In July 2006, National Geographic Adventure magazine identified Hitesh as one of five Sustainable Tourism Pioneers in the world. He has been featured / interviewed / mentioned in over 145 international magazines, newspapers, books, newsletters and blogs. Mr. Mehta is also an Adjunct Professor, a Professional Photographer and a Hall of Fame Cricket Player of Kenya.</p>
10:35-11:05	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.
11:05-11:15	Transition Break
11:15-12:00	Talking Circles
	<p>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 introduce themselves and their research interests to one another.</p> <p>Room 1: Changing Dimensions of Contemporary Tourism / Changing Dimensions of Contemporary Leisure  Room 2: Tourism &amp; Leisure Industries  Room 3: Critical Issues in Tourism and Leisure Studies  Room 4: Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</p>
12:00-12:10	Transition Break
12:10-13:25	PARALLEL SESSIONS



### Stakeholder Perspectives Towards National Parks and Protected Areas in Saudi Arabia

Abdullah Al Tokhais, Doctoral Student, Tourism, Recreation, and Sport Management , University of Florida, Gainesville, United States

Brijesh Thapa, Professor, University of Florida, United States

There is a genuine need to examine stakeholders' perception of conservation and tourism development due to overlapping roles among key governmental agencies in Saudi Arabia. The challenge to successfully develop tourism and implement ecotourism activities simultaneously is an ongoing issue due to conflicting priorities. Thus, an understanding of the role of each stakeholder group will support policy implementation as well as efficient practices that can lead to an improved and effective policy/decision-making process. Within the Saudi Arabia context, this study examines and identifies factors that influence primary stakeholders' perspectives (public, NGOs, and private sectors) with respect to the potential for ecotourism development and its support in protected areas and national parks, utilize ecotourism to support biodiversity conservation and socioeconomic development, and, evaluate the current management of protected areas and national parks. Qualitative data were collected through semi-structured interviews to compile information from 11 stakeholder representatives related to tourism and ecotourism development within national parks and protected areas. Open, axial, and selective coding were employed in the analysis of the data. Findings of the study revealed four main themes - ecotourism development, management issues, development challenges, and policy. The study highlights the need to develop a sustainable tourism foundation that aims to conserve biodiversity, and provide educational opportunities for local communities to ensure economic growth. Furthermore, implications for ecotourism development in protected areas and national park in Saudi Arabia is noted.

*Changing Dimensions of Contemporary Tourism*

### Impacts of Ecomuseums : A Case Study of an Ecomuseum in Nazarkoy

Sinem Kurtural, Masters Student , Guzel Izmir Hotel , United States

This paper explores the idea of Nazarköy (Kurudere-Kemalpaşa) as an ecomuseum for tourism and local sustainability. In Turks, glass working is seen from the Seljuk period. After the conquest of Istanbul, the center of glassware became the center of the city and glass workmanship has developed day by day. The use of glass in Anatolia for the first time in bead design started with the making of anklets and bead bracelets by the masters who came from Izmir. The beads that were learned from these masters were developed by the Turks, in accordance with their requirements, with bead design.

Mr.Mahmut Sür, who is one of the most important cultural values of the Aegean region and has been chosen by the United Nations Educational, Scientific, and Child Organization (UNESCO) as a "Living Human Treasure" in the making of the "Eye of the Beautician," continues to produce beads in traditional methods at his workshop in Nazarköy of İzmir Kemalpaşa. An ecomuseum can be developed in Nazarköy for sustainable tourism, thus attracting tourists. This would be a positive impact on the gross capital income for the village and residents, both nationally and internationally.

*Changing Dimensions of Contemporary Tourism*

**Industry Challenges**

**Tourism, Biosecurity, and Pathways: Identifying Tourist Risk and Mitigation Strategies**

Mark Mc Neill, Scientist, AgResearch Limited

The significant movement of tourists carries the risk of the accidental introduction and/or spread of non-indigenous species (NIS). Invasive NIS can have significant impact on the environment as well as on visitor experience. In addition, greater compliance costs and restricted access or cessation of activity due to government imposed controls are both direct costs to the tourist industry. In New Zealand, agriculture and tourism comprise the two key economic earners, while the natural environment – described as "clean and green" – provides opportunity for tourists to experience nature tourism. Research funded through Better Border Biosecurity (B3) integrates identification of potential biosecurity threats from tourists once they cross the border and identifies the points where they interact with our native or agricultural environment. This includes identifying pathways to map tourist flows across the country and commit surveillance efforts at these sites to quantify the biosecurity risk. Another component is to develop a model framework for raising biosecurity awareness and compliance before arrival. The outcome is better understanding of risks carried on the tourist pathway, establishment of priorities for intervention or increased surveillance, and the development of strategies to eliminate or mitigate that risk.

*Tourism and Leisure Industries*

**Does a Small Community Benefit from an International Sports Event?**

Marco Scholtz, Senior Lecturer, Tourism Research in Economics, Environs & Society, North-West University, Potchefstroom, South Africa

Tourism has been shown as a viable option for uplifting communities. However, not all communities have significant tourist attractions or are as easily accessible as larger, more developed cities. This isolation makes tourism benefits more difficult to achieve. This study aimed to determine to what extent an annual international sporting event, the Fauresmith 200 International Endurance Ride, can be an attraction in a small, mostly isolated community and can benefit residents, as well as the extent to which the event contributes to the community over time. Using quantitative, convenience sampling (questionnaires), four social impact perception factors during the event were revealed, as well as four social impact perceptions factors among residents of the event over time. Residents were found to perceive benefits both during the event and over time. Recommendations are made regarding the management of the event and the development of future sports events in the town.

*Critical Issues in Tourism and Leisure Studies*



**Social Media Shaping Tourism**

**Analysis of Instagram Use to Communicate Global Tourism Opportunities to African-Americans**

Candace Parrish, Rollins College, Winter Park, United States

Carice Coleman, Graduate Student, Virginia Commonwealth University, United States

In recent years, communication practices regarding global tourism have significantly changed. The opportunity for digital tourism communication has promoted faster and broader means of message dissemination across many sectors. Even more, the use of social media has allowed for increased and more effective communication of global tourism and travel opportunities to diverse populations. This research paper will focus on the state of communication practices by travel/tourism organizations on Instagram that target the African- American population specifically. Extant tourism research presents a void of literature related to how social mediated operations are practiced by tourism/travel organizations primarily communicating on social media. Thus, this study being the first of its kind, will explore how the top tourism/travel organizations communicate, visualize, perform and organize travel opportunities geared toward African-Americans on Instagram through the method of qualitative content analysis. Study outcomes will provide a new perspective of how social media is being used to promote tourism to specific and diverse audiences who have historically lower rates of global travel.

*Changing Dimensions of Contemporary Tourism*

**Travel, Tourism, and Digital Souvenirs: How Does Instagram Shape Tourist Souvenir Behavior and Photography at Tikal?**

Dr. William Lenz, Emeritus, English, Chatham University

Souvenirs are an essential part of memorializing travel experiences. The proper souvenir can freeze a moment in time, capture the traveler's original surprise, and serve as a genie's carpet to transport the traveler back instantly into the mood, tone, and taste of the travel experience. Although we still collect physical souvenirs in our travels, photographs we post on Social Media have taken over the primary role of souvenirs memorializing our experiences. This paper will explore the implications of digital travel photographs as mediating souvenirs. We collected 638 photographs posted on Instagram of Tikal, Guatemala, on February 25, 2016, sorting the data into three categories--People, Places, Things—to pose the research question, what photos of Tikal are posted on Instagram and what does that data tell us? What is the purpose of posting travel photos on Social Media? Do digital travel photographs authenticate travel experiences? Does the very nature of digital travel photography destabilize the notion of authenticity? Is a travel photograph still a souvenir? How does Instagram shape tourist souvenir behavior and photography at Tikal?

*Changing Dimensions of Contemporary Leisure*

Thursday, 16 May	
12:10-13:25	<b>PARALLEL SESSIONS</b>
<b>Room 4</b>	<p><b>Building Loyalty</b></p> <p><b>The Influence of Time and Post-visit Emotional Stimuli on Visitor Loyalty</b>  Maksim Godovyykh, Ph.D. Student, Rosen College of Hospitality Management, University of Central Florida, Orlando, United States  Asli D.A. Tasci, University of Central Florida, Orlando, United States</p> <p>Past research shows satisfaction and loyalty as the main outcomes of visitor experience. However, both satisfaction and loyalty may be dependent on time. The temporal nature of satisfaction and loyalty may be captured with longitudinal studies tracking satisfaction and loyalty not only after the experience but also at different times before the decision for the next visit. Alternatively, comparison studies measuring satisfaction and loyalty of different visitors with different duration of time since the previous visit may also provide a glimpse into the changing nature of these concepts. In addition, loyalty may depend on exposure to different emotional stimuli after the visit. Evidence suggests that emotional components are the most important factors of visitor experience (Palmer, 2010); hence, exposure to positive emotional stimuli could influence post-visit experience and loyalty. The purpose of this study is to investigate the effects of time on visitor satisfaction and loyalty, as well as to analyze the influence of post-visit emotional stimuli on visitors' behavioral intentions. A scenario-based experiment was conducted online with respondents who visited Orlando during the last twelve months. The results show that time after the visit has negative effects on visitor satisfaction and loyalty, suggesting the temporal nature of both concepts. Findings also show that post-visit emotional stimuli could positively influence visitors' behavioral intentions, which means that it is possible to influence customer loyalty afterwards.</p> <p><i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Factors Constraining Loyalty of Cultural Travelers to Havana, Cuba</b>  Yen E. Lam Gonzalez, Universidad de Las Palmas de Gran Canaria, Las Palmas, Canarias, Spain  Javier De León Ledesma, Professor, Universidad de Las Palmas de Gran Canaria, Spain</p> <p>Cuba is experiencing an accelerated tourism growth, especially since 2014, which saw the beginning of the new controversial diplomatic relations with the United States, after a half century of pacific enmity. In this new scenery, Havana has become one of the most visited city in the Caribbean Region, receiving more than a half of the annual tourism arrivals of the country. Cuba's tourism strategy is not taking advantage of this new scenery, although the archipelago's need to move away from its image as a traditional sun and beach destination, which justify academic attention. This research aims to analyse constraining factors for tourism loyalty to Havana destination. In this attempt, we conducted 1500 face-to-face surveys to travelers from six nationalities (main outbound tourism markets) in Havana airport in 2015, during their so call cultural trip. We differentiated three sampling groups of cultural travelers: repeaters not willing to return (BCL), tourists visiting Havana for the first time with positive intentions to repurchase the destination (CCL), and repeaters with positive intentions (MCL). Cluster analysis and Logit regression models served to define a profile for each group of loyal cultural tourists, and analyse the diverse factors affecting their cultural experience and attitudes towards the destination. The results are useful for destination managers for a better understanding of the areas that require special attention in terms of tourism policy, in the attempt to promote a more sustainable development of Havana as a cultural destination.</p> <p><i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i></p> <p><b>Islands Destination's Life Cycles: A Tool for Marketing Strategies Design</b>  Dr. Arminda Almeida Santana, Lanzarote, Spain  Dr. Sergio Moreno Gil, Director of Marketing and Destination Development, TIDES, Universidad de Las Palmas de Gran Canaria</p> <p>The term "island tourism" has been used to identify a specific and differentiated form of tourism. Different islands around the globe compete and cooperate in a global market, so their cycles are interconnected. This paper analyses the relationship between the different islands and archipelagos and their connected cycles. In particular, the study explains the likelihood to visit one island depending on the previous visits to other islands and the motivations to travel and the digital information sources (TripAdvisor, Facebook, YouTube, Twitter, etc.). The research includes in its analysis some of the main tourist islands and archipelagos in the world, combining European short-haul, medium-haul and long-haul destinations, in different stages of their life-cycle. The study uses data from 6,964 tourists from the main European markets and provides interesting recommendations for island destination management organisations about how they can effectively design their marketing activities and how to cooperate and compete with other islands depending of their life cycles.</p> <p><i>Changing Dimensions of Contemporary Tourism</i></p>
13:25-14:15	<b>Lunch</b>
14:15-15:30	<b>PARALLEL SESSIONS</b>

## Diversity Tourism

### Pink Dollar Tourism in India: Opportunities and Challenges

Milind Fadnavis, Associate Professor, Marketing, Institute of Management Technology, Nagpur, Maharashtra, India

India has sent powerful signal to world after supreme court decision decriminalizing LGBT. Author in this paper has shared findings of exploratory research on opportunities and challenges if India wants to capitalize on this decision. Sample size chosen was 40 and comprised of ten members each of lesbian, gay, transgender and bi-sexual community. All respondents were from central India and were from middle or higher middle class. Focus group interview method was used and each group i.e. lesbian, gay) was separately interviewed. Issues such as preferred destinations, duration of stay, season, type of accommodation, budget constraints if any, other concerns shown were covered. Except for group of transgenders, all other groups were enthusiastic about going out and enjoy the newly found freedom. Trans-genders preferred Stay-cation due to issue of harassment and were not comfortable going out of safety zone. Bisexual preferred commonly popular destinations but gay and lesbians chose to go to isolated places where their privacy was not an issue. Those from Information technology sector and had exposure to western world wanted to go to bay area. All groups opted for five days package and decided to choose accommodation based on reviews. Safety was the biggest concern for all respondents and transgenders were vocal on this issue. Ten respondents with no budget constraints wished to opt for luxury cruise. None of them were ready to believe in advertisements and decided to believe reviews from own community. Sample size was forty and findings from study can not be extrapolated Pan India.

*Changing Dimensions of Contemporary Tourism*

### A Gender-deficit Study of Inbound Tourists and Outbound Travelers in Taiwan

Kuo Yin Hao, Assistant Professor, Tourism and Hospitality, Taipei City University of Science and Technology, Taipei, Taiwan, R.O.C., Taiwan

Yu Ting Chiu, Senior Student, Taipei City University of Science and Technology, Taiwan

Sourced from official government data, a 15-year-spectrum data for monthly inbound tourists and outbound travelers from 2003 to 2017 for top 10 markets in Taiwan were collected and analyzed by this study. Aimed to demonstrate, explore, cluster, and monitor the spatiotemporal deficit with respect to different genders, this study not only explored the static phenomenon that deficit or surplus of different gender occurred in each market, but monitored its dynamic disturbance as well. Statistical procedures including correlation analysis, K-mean clustering, MANOVA analysis, and MDS, were respectively adopted to discover the correlative relation among each different market, determine each observation into proper group, testify the hypotheses of heterogeneous cluster centers significantly exist, and down-level the spatial complexity from high-dimension to 2-dimension in order to better interpret the patterns revealed behind the original space.

*Tourism and Leisure Industries*

### Beyond Accessibility: How Does the Tourism Industry Compare?

Stefanie Benjamin, Assistant Professor, Retail, Hospitality, and Tourism Management, University of Tennessee, Knoxville, United States

Samantha Oleniak, Development Leader, Food and Beverage, Omni Hotels and Resorts

Ethan Bottone, PhD Student, University of Tennessee, United States

Miranda Lee, University of Tennessee, United States

Underrepresented populations including people of color, LGBTQ, and people with disabilities, are growing markets in hospitality and tourism and make a significant economic impact on the industry. However, many of these minority groups are not properly represented in tourism marketing materials that traditionally cater toward White, cisgender, heterosexual and able-bodied men that perpetuate a White male touristic gaze (Alderman, 2013). This study focuses on people with disabilities since this minority is a fast-growing tourism sector that also includes the ageing baby boomer generation. Further identifying the significance of this target, a recent podcast from Skift (2017), the travel resource center shared that, "Statistics are scarce, but according to a study commissioned in 2015 by the Open Doors Organization, adults with disabilities in the U.S. spend \$17.3 billion a year on leisure and business travel. Over the two years before the study, 26 million adults with disabilities took 73 million trips." Much of tourism marketing and advertising still needs to be more inclusive of this growing minority target demographic. Thus, this presentation will explore how people with disabilities are represented, within southeastern U.S. tourism marketing materials including brochures and internal marketing (i.e. DMO / CVB, civic leaders, hoteliers and attractions) through a content analysis (Elo & Kyngas, 2008). Furthermore, provide foundational insights to answer the following research questions: In what ways are people with disabilities included in tourism and hospitality marketing materials? How can tourism and hospitality marketing materials be more inclusive for people with disabilities?

*2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience*

## Thursday, 16 May

14:15-15:30

### PARALLEL SESSIONS

Room 3

#### Expanding Markets

##### **Umbrella Brand without Content : Causes and Consequences Based on the Case of the Hungarian Danube Band**

Zsuzsanna Lontai Szilágyi, Assistant Lecturer, Tourism Department, Corvinus University of Budapest, Budapest, Hungary

Kornélia Kiss, Head of Department, Corvinus University of Budapest, Hungary

Gábor Michalkó, Professor of Tourism, Corvinus University of Budapest, Hungary

Branding has an undeniably important role in the effective sales and competitiveness of a destination. This is even more true if local destinations are able to exploit the synergistic effects of umbrella brands as a region. However, the development of an umbrella brand can be influenced by many factors in tourism. This study examines the Hungarian Danube Bend located in the neighborhood of Budapest, which has a significant leisure and tourism history and an iconic name for same-day visits and recreation. The region has a huge potential in the tourist and recreational development, but its brand is now empty for many reasons. Besides exploring these causes, the study as a basis for filling the umbrella brand reveals the self-image of local destinations and analyzes the image of the region and its current leisure function. For the previous one the structured content analysis of settlement sites, while for the latter the online questionnaire survey among potential consumers were used. The results highlight the ambivalent role of Budapest for the tourism development of the region. The brand fatigue of the Danube Bend is due, inter alia, to the changing development policy priorities and the resulting delineation, as well as the confused image and self-image. In the communication of the settlements the shadow effects of smaller geographic regions on the Danube Bend and the lack of local tourism brands were revealed. The consumer survey proved that the region is still attractive for longer stays.

*Tourism and Leisure Industries*



Thursday, 16 May	
14:15-15:30	<b>PARALLEL SESSIONS</b>
<b>Room 4</b>	<b>Branding and Promotion</b>  <b>Deconstruction and Construction of Morocco's Destination Image: North-American College Students between 18 and 23 Years Old</b> Candice Cornet, Professor, Human Sciences, Cégep de Saint-Hyacinthe, Saint-Hyacinthe, Québec, Canada A tourist takes on a vacation his mind already filled with images. Once he actually reaches the destination he has chosen, these images can be maintained, revoked, transformed or replaced. As noted by Moisse (1977: 55) "tourist space is first and foremost an image (...) a complex, dreamed image, reflected in travel guides and pamphlets, books, paintings and movies (my translation from French)." Morocco, with its rich cultural and natural heritage, offers multiple images to potential visitors. Images of its landscape, its fine dining, its ethnicity and religion all compete in beauty and make tourist imagine an unforgettable exotic trip. From a comparative analysis of sample images submitted by college students (aged 18 to 23) prior and after a fieldwork course in Morocco, this paper aims to answer the following questions: what images do north-American college students have of Morocco? How does a fieldwork course in Marrakech and in the Atlas mountains transform these images? How does the encounter with the "other," as being part of the course's requirements, contribute to deconstruct negative stereotypes regarding Morocco and its Muslim inhabitants? How does fieldwork experience change a destination image and construct new ones? Finally, what percentage of these images actually depict identified cultural and natural heritage (by UNESCO or else) before and after fieldwork? <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i>  <b>The Promotion of a Multicultural Heritage City: The Case of Thessaloniki</b> Derek Bryce, Senior Lecturer, Marketing, University of Strathclyde, Glasgow, United Kingdom The Classical and Hellenistic civilisations of Greece are vital to the heritage self-image of that country and what may be loosely called "the West". The northern Greek city of Thessaloniki possesses a legacy that is quite distinct from the dominant heritage perception of Greece. While there is a classical legacy there, Thessaloniki's main periods of political, cultural and economic significance took place in periods subsequent to these as an important city of both the Byzantine and particularly the Ottoman Empire. Because of the shifting populations and the syncretic religious and cultural forms associated with both of these empires, Thessaloniki is home to a rich diversity of built and intangible heritage that takes in sites of Orthodox Christian, Islamic and Jewish significance. This legacy, we argue, that has largely been occluded from the favoured narratives of "Greekeness" in both the domestic and international imaginations and is necessary to present a fully developed heritage image of Greece. This paper, draws upon and extends Bryce's (2013, 2009) and Bryce and Čaušević's (2016) work on the integration of the Byzantine and Ottoman worlds into mainstream narratives of European heritage. It argues for the potential of Thessaloniki to differentiate itself as a heritage destination that may present the diversity of Greek history beyond the favoured ancient past. It builds its theoretical case on a series of interviews undertaken with heritage professionals and other interested stakeholders working in Thessaloniki. <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i>
15:30-15:45	<b>Coffee Break</b>
15:45-17:00	<b>PARALLEL SESSIONS</b>



15:45-17:00

**PARALLEL SESSIONS**

**Room 1**

**Traveling for Health and Wellbeing**

**Not Medical Tourism, Quality Medical Travel**

Mark Avery, Head and Director, Health Services, Griffith University

Alignment of travel for medical care and services to contemporary tourism sets up a conflict with the nature of the principles of quality health service delivery across a continuum of care with an inappropriate association with practice and commercialisation of leisure and recreation. This paper looks at the need to reframe the access for treatment and care to a more purposeful association of medical travel. Effective and quality health care is delivered across a continuum of care and the understanding and management of critical interface issues of credentials and expertise of treatment and service providers vary from management of quality, risk, and safety, clinician and patient communications, and aftercare of patients and clients locally and on their return to home. The travel sector has significant resources and experience that can support medical travel including facilities, transportation, logistics, holistic and wellness lifestyle approaches in the context of strong travel integration and connectivity delivery. Framing regional and international travel alignment to the delivery of medical services is an essential, long-term sustainability strategy. This paper examines the key medical service integration requirements to medical travel and looks at the potential for stronger engagement of the travel sector in treatment, care, and medical research delivery.

*Critical Issues in Tourism and Leisure Studies*

**Medical Tourism Experience in the Philippines**

Elena Camilo, University Instructor, College of Commerce, University of San Jose-Recoletos, Cebu Philippines

The objective of this study is to explore the medical tourism experiences of the medical tourists in the Philippines in order to shed light on the medical tourism practices in the country. This paper will draw insights to address the gaps in medical tourism experience and practices that strengthens the call for more researches for evidence on the process and outcomes of medical tourism procedure to include recommendation to develop strategy to encourage growth of medical tourism in the country.. A qualitative-survey method was used for such an exploratory research. This employed a phenomenological approach through the use of narrative analysis to interpret the data. The 15 respondents were acquired through the use of the snowball technique, and they were characterized through purposive sampling technique to specifically include Koreans studying in the Philippines. An in-depth audio-recorded interview was used to gather the data which goes through coding and thematic analysis. The study generates four themes wherein one of which, reveals drawbacks of the medical tourism outcomes. This study will elicit implications for related research in the industry and provides useful information for the hospitality and medical tourism industry.

*Critical Issues in Tourism and Leisure Studies*

**Art Deco Hotels Contribution to Community Wellbeing**

Andrea Schurmann, Student, College of Business, Law, and Governance, James Cook University, QLD Australia

This study examines the potential of modern built heritage tourism (MBHT) to contribute to community wellbeing (CW). Modern built heritage (MBH)

is defined as a built heritage from the 'modern' era 1920 – 1970 (UNESCO n.d.). The value of MBH is currently in focus in the conservation literature as it is at risk of demolition, alteration, and disrepair due to unplanned development, weak legal protection and low awareness of its' value among the general public. MBH is accessible for many communities as the heritage of tomorrow and could be further utilised for tourism development. However, a limited number of studies examine the relationship between tourism and MBH. Community wellbeing (CW) has recently been explored recently in tourism literature as an approach to sustainable development. CW is often determined by access to, and use of, different forms of capital. This approach is considered important for alleviating the negative impacts of tourism development. The literature clearly demonstrates that tourism can contribute to CW. However, the question of "how" tourism contributes to CW requires further consideration. While the overarching aim of the Ph.D. thesis of which this study is a part is to understand how MBHT contributes to CW, this paper focuses on examples of how Art Deco hotels are contributing to CW. Art Deco is selected as an understudied form of MBH (UNESCO, 2013). In-depth interviews with hotel managers highlight perceptions of their contributions to CW.

*Changing Dimensions of Contemporary Tourism*

### The Freedom to Roam: Old Legislation and New Challenges in Nature-based Tourism

Gaute Svensson, Researcher, IRNS, University of Tromsø, Tromsø, Norway

Arvid Viken, Professor, University of Tromsø, Norway

In Norway, the freedom to roam has a strong position. The freedom has both a legal platform as well as a strong normative anchoring. The legislation, The Outdoor act (Friluftsløven) was passed in 1957. Its main purpose is to secure peoples access to nature. The three main pillars are the right to; access and roam, camp, and harvest. These are all rights regardless of who owns the land. When the law was passed it had a strong public and political support as it aimed at securing the common goods for the commons. However, with rapid changes in tourism and outdoor recreation the freedom to roam is under pressure. Various stakeholders emphasize that there are emerging scenarios that resemble tragedy of the commons. When tourism use the freedom without any concern for the responsibility that comes follows, it does echo Hardins famous paper. In addition, the industry underline that the freedom to roam today reflects a vulnerability facing commercialization. At the same time, there are outdoor organizations that strongly oppose the idea of a statute law revision as this might affect the individual rights. However, the same organizations call out for the need of measurements taken when the unwanted consequences of tourism are debated. This is the ambivalence inherent in the freedom to roam. This paper is based on a research proposal that aims at pursuing the emerging paradoxes that exist within this cornerstone of nature-based tourism in Norway today. It rests on social anthropological research method.

*Changing Dimensions of Contemporary Tourism*

### A Comparison of Wine Region Brand Images

Robin Back, -, -Rosen College of Hospitality Management, University of Central Florida, Orlando, United States

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While wine tourism has received ample attention globally including in the United States, and especially in states where climatic conditions enable the growing of Vitis Vinifera varieties, e.g., California, Washington, and Oregon, little attention has been paid to how regional reputation affects wine tourism or how wine tourism affects regional reputation and how this, in turn, impacts consumer preferences, willingness to pay, and purchasing behavior. This becomes even more important in the lesser-known wine regions and/or those where non-traditional grape species may be used, such as New York, Virginia, Pennsylvania, Michigan, and Florida. This study follows a quantitative method approach to achieve the objectives of the study. Cross-sectional survey design is used to collect data from a large sample of US residents. A structured survey was developed on Qualtrics and applied on Amazon MTurk. Seven-point Likert-type scales were used to measure the components of wine region brand equity, namely Familiarity, Image, Quality, Value, and Loyalty. Results will be shared at the conference.

*Changing Dimensions of Contemporary Tourism*

### The Development of Chinese Sustainable Tea Tourism Inspired by Wine Tourism in Tuscany

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There is an increasing trend of improving the interaction between products and customers (Colombini, 2015). According to Lavandoski et al. (2016), food tourism (including beverage) becomes a contemporary necessity for travel experience which could create financial, promotional and educational benefit. Instead of wine purchasing or wine tasting alone, wine tourism in Italy represents an excellent combination of local landscape, traditional activities (artisanship and agriculture) and local food and gastronomy. All elements work as complements which create additional value in tourists' wine experience but also generate economic opportunities to local business and transmit local culture. Similar to the wine tourism in Italy, tea tourism is experiencing a beginning stage of rapid growth in China especially in tea tours and tea museums (XJ, 2014). Tea tourism as an essential part of the economy creates many opportunities and threats; wine tourism and tea tourism developed in an institutionalized environment. Social factors and regulations largely influence the development which could reflect in some activities in wine tourism and tea tourism in Italy and China respectively (Lavandoski, Pinto & Sliva 2016). While in China, there is a lack of focus on sustainable growth that consideration of economic development, landscape protection, and cultural delivery. There are a lack of regulation in the use of pesticides in tea plantation. When comes to the tea ceremony, international tourists would first think of Japan or Korea instead of China, even China is the original tea drinking country and owns the largest tea plantation area in the world (XJ, 2014).

*Changing Dimensions of Contemporary Tourism*



**Economic Impacts and Implications**

**Does Tourism Volume Contribute to Economic Prosperity in Small Developing Island States?**

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Concepción Foronda Robles, Full time professor, University of Seville, Spain

Forecasts for the market of global tourism suggest that in the year 2030 emerging destinations will achieve a greater market share than traditional ones. The importance of tourism in these countries becomes for this sector an opportunity for economic development and prosperity, as it is included in the strategies for achieving the major global goals, such as the Sustainable Development Goals (Agenda 2030). According to recent UNWTO workpapers, small developing island states become a focus of attention, since tourism turns into one of their main sources of wealth. However, this activity continues to be controversial with respect to the socioeconomic benefits it brings to the population. The main objective of this work is to contrast the capacity of the tourism phenomenon to become a driver of economic prosperity in small developing island states, analysing both its direct and indirect effects on living conditions of the population. To do this, a series of panel data models have been estimated from a database composed of 11 small developing island states worldwide during the last decade. The results suggest that as tourism volume increases in these islands, living conditions of the population are gradually enhanced. Furthermore, tourism has a relevant “multiplier” effect on the economy of small developing island states. Some recommendations to competent authorities are indicated in order to analyse the real potential of their current tourism development models for economic prosperity.

*Tourism and Leisure Industries*

**Understanding Sharing Economy and the Generation Effect: Platform Economy and the Tourism Ecosystem**

Tatiana David Negre, PhD Student, Tides, Universidad de Las Palmas de Gran Canaria, Las Palmas de Gran Canaria, Spain

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

Dr. Sergio Moreno-gil, Professor, TIDES, Universidad de las Palmas de Gran Canaria, Spain

Arminda Almeida Santana, University of Las Palmas de Gran Canaria - Tides, Spain

The sharing economy has emerged as an alternative of suppliers of goods and services traditionally provided by long-established industries and driven by the development and proliferation of platforms. Since its inception, the tourism industry has presented itself as one of the sectors that has allowed it to grow more and in which the sharing economy has had a greater impact. Thus, the objective of this work is twofold. In the first place, it explains the platform economy and the role played by the sharing economy in this network of platforms that tries to dominate the tourist market. Second, it analyzes the differences in the use of the platform economy, between the generation Y, X, Baby Boomers and the total number of tourists and how these networks differ between generations. Finally, the implications for the future of the platform economy in the tourism industry are discussed. Applying the methodology of Social Network Analysis (SNA), with 13,243 tourists from 19 European countries, the study provides interesting recommendations for destinations with a view to better designing marketing activities across different European countries.

*Critical Issues in Tourism and Leisure Studies*

## Tourism Intersections with Social Responsibility

### Perceptions, Motivations, and Barriers of CSR: Case Study among Travel and Tour Operators in Nepal

Rojan Baniya, PhD Student, Tourism, Recreation and Sport Management, University of Florida, Gainesville, United States

Brijesh Thapa, Professor, University of Florida, United States

The concept of Corporate Social Responsibility (CSR) has emerged as an act of benevolence towards society by the business community. However, CSR holds different meanings, significance and structure within developed and developing countries, especially among travel and tour operators (TTO). This purpose of this study was to examine CSR perceptions, motivations and barriers among TTO. In addition, to also examine the relationship between perceptions and importance of CSR activities. The study was conducted in Nepal, which is a small country in the Himalayas whereby tourism is the mainstay of the economy, and largely dependent on environmental and cultural resources. Data were collected via a survey method among the TTO during the summer of 2018. A total of 138 completed responses were achieved. Results identified that CSR was important for the TTO, and considered to be beneficial to practice. In addition, societal impact and promotion/image were noted as reasons that primarily influenced CSR activities, whereas lack of resources and understanding were listed as the key barriers. Further, the perception of customers that favor institutions that practice CSR was significant and positively related to the importance of CSR activities. Such results provide an initial benchmark as this was the first such study with respect to CSR among TTO in Nepal. Additional research is needed to further assess and formulate clarity, conceptualization, promotion, and engagement in CSR activities in Nepal.

*Tourism and Leisure Industries*

### Living up to the Hype: Considerations for the Construction of an Inclusive and Diverse Agenda for Tourism of Cultural Events

Prof. Beatriz Bedoya, Professor, International Business, Universidad EAFIT, Colombia

Prof. Paola Podestá, Chair/Full Professor, Department International Business, Universidad EAFIT, Medellín, Colombia

Willy Henao, Universidad EAFIT

Jaime Espinal, Guapo Inc.

Creating an agenda of cultural events to enhance a city's tourism involves multiple actors, stages, processes, adjustments and a framework of analysis. Cultural events allow knowledge, understanding, and strengthening of the cultural identity of individuals and communities; any event that becomes part of an agenda for tourism of cultural events should reflect the cultural identity of a region or city, being inclusive with all the diversity that it comprises. Agenda-Building and Agenda-Setting theories, fostered in communication, are used in this study to analyze the construction/consolidation of an agenda for tourism of cultural events, and to analyze the visibility, formation and setting of said agenda, respectively. Both theories conceptualize the "what" and "how" of issues' relevance, importance, priority and worth for citizens' discussion and consideration. The aforementioned framework becomes a tool for the assessment of permanent and special agendas that enable a city or region to operate cultural events in 3 specific and simultaneous dimensions: seasonal agendas, permanent agendas, and special agendas. Seasonal Agendas take advantage of the natural seasons of tourism in the city; Permanent Agendas guarantee there is always something to do in the city; Special Agendas are balms in a city's daily life, with extraordinary events that break the routine, shake the establishment, and renew the aesthetics of regular events. This study presents the analysis of the agenda building and setting processes in a Colombian city, resulting in the identification of three strategies for consolidating a cluster of tourism of cultural events that accounts for the city's diversity.

*2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience*

### Cruise Tourism and Overtourism

Allegra Baumann, Research Associate, PhD Student, Department of History and Social Sciences, Institute of Sociology, Urban Sociology and Sociology of Space, TU Darmstadt

Several European cities nowadays struggle with the consequences of mass tourism, which also leads to conflicts between residents and tourists – a phenomenon referred to as "overtourism." Most of the affected cities are seaports, like Barcelona, Venice or Dubrovnik. Therefore, cruise tourism with its cruise ships and cruise tourists is a main aspect in the debate about overtourism. It is in the spotlight of movements and campaigns of residents, political measures, and journalistic reporting. Pictures of cruise ships in front of Venice's ancient buildings are well-known examples. In contrast to the small and ancient old towns of European cities, cruise ships appear like gigantic machines, spilling thousands of cruise passengers at the ports. These cruise passengers flood the old towns, rushing through them, driven by a lack of time. Hence, this paper argues that time and space are important categories for addressing cruise tourism in the context of overtourism. The aim of this paper is to examine the notions of time and space in the context of cruise tourism and overtourism, and to highlight the temporal and spatial concentration of cruise tourists and cruise ships.

*Changing Dimensions of Contemporary Tourism*

Thursday, 16 May	
17:00-19:30	<p><b>Welcome Reception, Film Screening, and Plenary Talk: Charles J. Kropke CEO, Tropic Moon Holdings</b></p> <p>Overseeing a family of companies in creative financing, sustainable tourism, sustainable development and radical environmental change, Charles J. Kropke, 54 is an energetic entrepreneur with a concentration of knowledge in financial markets and trends, demographics, energy technologies, history, and town planning.</p> <p>As CEO of Dragonfly Expeditions, Florida's largest corporate tour company, Charles is a leader in educational, ecological, historic, and cultural tours in Florida and the Caribbean basin. He has created over 150 distinctive tours in Florida. These tours have been featured by The Travel Channel, The Weather Channel, National Geographic, Condé Nast Traveler and many other media outlets around the globe.</p> <p>In October 2012, the very first tour for Margaritaville Adventures (an affiliate of international singer, songwriter, author Jimmy Buffett) was launched. Seven new programs for the 2017/2018 seasons have recently been launched. This is a fast-growth enterprise in Charles's business interests.</p> <p>In October 2017, Mr. Kropke launched a new seaplane manufacturing company called Aquarius Seaplanes. The company hopes to have the first aircraft roll off of the assembly line in 2019.</p> <p>Charles is also behind the resurgence of a schooner-based Cruise company called Windjammer Sailing Adventures patterned after the beloved 60 year old Windjammer Barefoot Cruises. These combined companies would complete a trifecta of adventure by land, sea and air.</p> <p>Other endeavors in this family of companies include Green Heron Gifts / Made in Florida (A Florida gift company), Earth Lion Expeditions, an international expeditionary tour company; and Terraqua Innovations, a sustainable products company.</p> <p>Mr. Kropke voluntarily served for over ten years as a First Lieutenant in the Everglades Restoration Movement, working to restore large sections of degraded Everglades habitat. There, he gained daily exposure to the habits and temperament of such Florida wildlife as alligators, water moccasins, Everglades snail kites, river otter and the many varieties of Florida wading birds. He is currently a driving force in the ecological recreation of an extinct ecosystem, the Pond Apple forests of Lake Okeechobee and frequently donates time, resources, and his expertise to advance fundraising efforts for The Nature Conservancy of Florida.</p> <p>Charles' first book, written in collaboration with Eleanor Goldstein prolific author and international speaker, is South Beach: Stories of A Renaissance. The book captures the individual accounts of economic, cultural and political renewal that has created the dynamic international resort that is today's South Beach. The book is a treasure trove of original stories and nascent legends. These stories are the culmination of over four dozen personal interviews with influential leaders of South Beach. When added to the original artwork and stunning photography of painter/artist Joe Davis, the book is a masterful addition to the existing literature of Florida history lavishly illustrated with 150 full color images including 4 double page gate folds. His next book, already underway is titled; The Everglades: Stories of A Legendary Wilderness.</p> <p>Through his media company, Tropic Moon Media, Charles created three hour-long PBS documentaries in 2015. One of those documentaries, "The Unseen Everglades, Inside A Legendary Wilderness," garnished an Emmy Award and was shown on PBS affiliates throughout the country. The much-heralded new, six-part national PBS series "Battleground Everglades" began airing in January 2018. His new documentary on the beginnings of New York City, "Hidden New York", is being picked up by a national network this fall.</p> <p>Mr. Kropke's second media company is Adventure Life Productions, creator of the provocative art photography project, Abandoned Vehicles of the Everglades.</p> <p>Finally, Mr. Kropke started Florida's first home automation company (IntetelliNet Corporation), was a stockbroker with Dominick &amp; Dominick NYSE and has acquired over twenty-five years experience hiking, canoeing, exploring, interpreting and restoring Florida's unique historical and environmental treasures. He is a regularly featured presenter on Florida's speaker's circuit.</p> <p>Charles is the father of 15 adopted children and resides in Miami, Florida.</p>



Friday, 17 May	
08:30-09:00	Conference Registration Desk Open
09:00-09:15	Daily Update - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, United States
09:15-09:50	Plenary Session - Drew Martin Director and Professor, University of South Carolina, United States
	<p>"Moving off the Scale to Understand Visitors' Motivations and Behaviors"</p> <p>Drew Martin received his Ph.D. and M.A. from the University of Hawaii at Manoa, Honolulu, and his MBA and B.A. from Pacific Lutheran University in Tacoma, Wash. Prior to taking his current position, Martin was professor of marketing (2004-2016) and interim dean (2016-17) at University of Hawaii at Hilo. Previously, Martin worked with the College of Business Administration, North Dakota State University (1999-2004), Lundquist College of Business, University of Oregon (1997-99), and School of Economics, Niigata University, Japan (1995-97), served as senior associate editor of buyer behavior, Journal of Business Research (2012-15), and associate editor for the International Journal of Culture, Tourism and Hospitality Research (2007-13).</p>
09:50-10:20	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.
10:20-10:25	Transition Break
10:25-11:40	PARALLEL SESSIONS



Friday, 17 May	
10:25-11:40	<b>PARALLEL SESSIONS</b>
<b>Room 1</b>	<p><b>Intercultural Understandings</b></p> <p><b>Culture and Social Interactions: Accessing the Frontline Employee and Their Lived Experiences</b>  Lynn Beckles, Senior Project Consultant, Barbados, By Design Services Consultants  Increased access to travel alongside a growing multi-ethnic global population gives rise to a myriad of cultural influences that may be in effect within the social interactions that occur within tourism service experiences. The role of the front-line employee as a co-creator of value and its consequences for creating a quality service experience is well researched in the services literature. In discussing service quality in the tourism and hospitality industry, there are a myriad of contested roles and theories of the front-line employee in the co-creation of the service experience. A review of the methodologies that inform the empirical studies embracing cultural studies in both services and tourism is examined and the challenges inherent in the articulation and commoditization of the lived experience discussed. This critical discussion highlights the ontological and epistemological concerns that are raised when including cultural perspectives in the delivery of quality tourism service experiences. The discussion responds to the call for innovative methodologies that can be used to explore the ever changing nature of culture across time and spatial contexts and the need to strengthen the theoretical underpinnings of both services and tourism knowledge. As the primary agent in the production and delivery of quality service experiences, theorizing the perspective of the front-line employee, provides an opportunity to explore the latent potential within culture that may have social, economic and political influence on what is available should be kept sacred, not available for commercial use within host communities.  <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i></p> <p><b>UNESCO Designation of Archeological Sites : Managing the Challenges and Opportunities of Tourism at the Ancient Temples of Angkor, Cambodia</b>  Dr. Claudia G Green, Fulbright Specialist, Pace University, New York City, New York, United States  In 1992 the temples of Angkor, the largest archeological site (400 sq km) in the world, received UNESCO World Heritage designation. Subsequently, there has been growth in the numbers of tourists. The Angkor temples are expected to receive 2 million visitors in 2020. With the growth in international and domestic visitors, the governing body APSARA, is faced with the challenge of maintaining the cultural integrity of the area and meeting the expectations of the visitors. Overtourism is a threat to the physical, social and cultural integrity of the area. In 2018 the Tourism Authority of the Kingdom of Cambodia invited the Pace University Research Team to collaborate on a project to assess the nature of the increasing numbers of international and domestic visitors (overtourism) to temples of Angkor. Working with the Cambodian tourism officials in cross cultural teams, we developed a two page survey, piloted tested it and administered it to 750 visitors in the temples, city and the airport. The results of the survey provide recommendations on survey develop, language, multicultural research team development as well as strategies for addressing the diverse needs and expectations of multicultural and multigenerational visitors to cultural heritage sites and visitor interpretation centers.  <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i></p> <p><b>Re-visioned for Fun and Leisure: African Cities and Pharrell William's "Happy"</b>  Wairimu Njambi, Associate Professor, Wilkes Honors College, Florida Atlantic University, Jupiter, United States  tstevenson ,  The 2013 song "Happy," written and produced by performer Pharrell Williams, can be viewed as a useful tool in fighting stereotypes about cities in Africa. The song, along with its music video, was a global phenomenon that spawned numerous tribute videos, including examples from residents of Ouagadougou, Lomé, Bujumbura, Harare, and elsewhere, replicating the original's visual presentation of ordinary people dancing in city streets. This paper uses tools from cultural studies to show how such productions challenge the common image of African urban despair and decay, replacing it with images of unrestrained fun and leisure. Of course, stereotypes are durable and hard to dismantle, but we suggest that these "Happy" tributes help to undermine emergent "Afroessimist" views, which suggest that continent-wide, urban poverty, despair, decay, and conflict has deepened to the point of hopelessness. In particular, these tribute videos' representations of middle class urban lifestyles provide effective alternatives to such prevailing views of African misery. They provide examples of people taking charge of how their cities are represented, potentially re-writing urban Africa as spaces for tourists to embrace rather than avoid.  <i>Critical Issues in Tourism and Leisure Studies</i></p>

Friday, 17 May	
10:25-11:40	<b>PARALLEL SESSIONS</b>
<b>Room 3</b>	<p><b>Cultural Products Industries</b></p> <p><b>Bring the Cultural Relics Back to Life: Research on the Culture Creative Products of Shaanxi History Museum</b>  Yuan Yao,  Yuankun Yao, Associate Professor, Educational Foundations and Literacy, University of Central Missouri, China  The creative industry has developed rapidly in recent years. The popular "Palace Museum Model" has ignited the boom of cultural creative products in museums. The Shaanxi history museum is China's first large modern national museum with a rich collection of 1717,950 pieces. The annual average number of visitors is 2.68 million. During the seven-day's holiday of the Spring Festival in 2019, the museum received 75,616 visitors. However, there are still many deficiencies in the development of cultural creative products in the museum. Therefore, in this paper, the study focuses on trying to apply the ideas of 'bring the cultural relics back to life' to facilitate the innovation of the cultural creative products in museum, and also puts forward some countermeasures for the future development of cultural creative industries.  <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i></p> <p><b>Industry Leaders Demonstrating Best Practices through Tourism: An Exploration of Sustainable Wineries of Sonoma and Napa County</b>  Heather Duplaisir, CEO, Healing Water Journeys, United States  The global wine market is a billion-dollar industry that continues to expand. The wine industry in the United States is one that continues to grow and advance both scientifically and economically. Yet, the resources used to make wine are enormous with energy consumption and water use. California is the fourth largest producer of wine in the world and has one of the fastest growing markets. However, environmental factors connected to climate change threaten this burgeoning industry. California has been especially hit with the changing climate both with drought and fires damaging vineyards over the last several years. Leaders in the industry are poised to create long term changes in order to withstand the effects of climate change while continuing to profit. In order to do this, wineries are on a journey of sustainability find that sustainable and biodynamic methods of farming are actually a better choice. Leaders are designing innovative measures including incorporating solar power and grey water systems into their vineyards and bottling facilities. In addition, wineries are becoming more integrated into the community as hosts of events, farmers markets, and agritourism partnerships with surrounding stakeholders to help tourists minimize their use of fossil fuels. Napa and Sonoma County are two neighboring areas of Northern California where Industry leaders are showcasing their best practices in sustainability through wine tourism. Educational programs geared towards visiting tourists build awareness among the public about the importance of sustainability in manufacturing wine.  <i>Tourism and Leisure Industries</i></p>
11:40-12:40	<b>Lunch</b>
12:40-12:55	<b>Transition Break</b>
12:55-13:40	<b>PARALLEL SESSIONS</b>



Friday, 17 May	
12:55-13:40	<b>PARALLEL SESSIONS</b>
<b>Room 1</b>	<p><b>Posters and Virtual Posters</b></p> <p><b>The Impact of Social Media Activity on Motivation of Information-sharing: From the Perspective of a Event Organizer</b>  SungEun Kim, PhD Student / instructor, Hospitality Management, UNLV, Las Vegas, United States  Hyelin Kim, Assistant Professor, UNLV, Las Vegas, United States  Social media has made a significant impact on the tourism and hospitality industry as an important source of information. A huge number of social media users and their highly active interaction show that information sharing on social media would exert a significant influence on consumer's behavior. Therefore, motivation of information sharing on social media has recently been highlighted as a popular research topic in various disciplines including tourism and hospitality management. Although festivals are one of the fastest growing areas in the tourism and hospitality industry, and the study of social media has been gained much attention from the tourism and hospitality literature, very few studies have focused on the motivation of sharing information provided by the festival organizer through social media. Thus, the purpose of this research is to explore various factors that affect quality of information, which ultimately have an influence on motivation to share the information produced by event organization in social media. This study is based on the discussion of the two social theories: The Social Cognitive Theory and the Social Capital Theory. This study contributes to the body of knowledge by establishing and empirically testing a comprehensive research model that explains the relationship among social resources between participants and event organizations, and motivation to share information by surveying users following a festival community in social media. Practically, the insights from this study might be applied not only to the event organizations, but also to destinations modifying their social media marketing strategies.  <i>Tourism and Leisure Industries</i></p> <p><b>Issues and Challenges in UNESCO World Heritage Sites: Case Study of Saudi Arabia</b>  Abdullah Al Tokhais, Doctoral Student, Tourism, Recreation, and Sport Management , University of Florida, Gainesville, United States  Brijesh Thapa, Professor, University of Florida, United States  The UNESCO World Heritage Site (WHS) designation is a global inscription that has the potential to attract visitors. While some sites are more popular than others, it is being increasingly evident that countries with emerging economies are focused on promoting its cultural heritage assets – namely WHS. In Saudi Arabia, the tourism industry is set to host 10.9 million arrivals by 2020, and plans to use its five designated WHS for promotional purposes. Given the volume of visitors and in combination with potential new influx, this creates impacts (environmental and social) for the respective sites which currently lacks the needed human and financial resources for effective management. Thus, the purpose of this paper is to examine the issues and challenges of planning and management of WHS in Saudi Arabia. A conceptual research approach is used to identify research objectives via review of scholarly articles, World Heritage Center reports, and International Council of Monuments and Sites reports. Findings identify common challenges to preserve properties that include urban development, environmental pressures (e.g., climate change, desertification), natural disasters and risk preparedness (e.g., floods, fires, etc.), and visitor/tourism pressures. The implications call for sustainable management of the five WHS in the country. Moreover, recommendations to preserve properties sustainably while ensuring socio-economic benefits to surrounding communities are also noted.  <i>Critical Issues in Tourism and Leisure Studies</i></p> <p><b>Effect of Rating: The New Fear in Tourism</b>  Mr. Walky Jean, Student, Administration of Turistic Enterprises and Hotel, Universidad tecnologica de Santiago, Dominican Republic, United States  Rating is a practice that has been developing in recent years. It consists of customers leaving reviews on specific websites and according to those reviews, the tourist companies will be qualified, considering 5 the highest. Currently, the companies fear more the reviews than the competition, that is the new competition basically because the tourists are going to refer to those reviews when it comes to travel, visit or execute anything out of their knowledge. A bad comment affects deeply the enterprises, therefore, that aspect should be manage properly for the sake of the smooth running of the company. Nowadays , it has been given the case that a lot of enterprises are elaborating some internal reviews using suggestion mailbox, piece of papers to the disposition of the customers so they can rate the services freely before they even leave the place, therefore they could have an expectation of how the reviews would be. Sometimes the companies beg for some good comments. Another issue of those reviews is the fact that they are not totally true because of different reasons, such as: The spams; People who no matter how well the service was, they will put a bad review and so fourth. There is no doubt that Rating is one of the new important trend that will keep earning its importance and value through the time.  <i>Changing Dimensions of Contemporary Tourism</i></p>



Friday, 17 May	
12:55-13:40	<b>PARALLEL SESSIONS</b>
<b>Room 2</b>	<p><b>Parallel Session: Room 2</b></p> <p><b>Did Olympic Games Influence the Image of South Korea?: Destination Image</b>  Dr. Jeeyeon Hahm, Assistant Professor, Tourism, Events and Attractions, University of Central Florida  Asli D.A. Tasci, University of Central Florida, Orlando, United States  Deborah Breiter Terry, Professor, University of Central Florida, United States</p> <p>Attention to mega sports events has been on the rise due to their potential economic, technical, physical, social, cultural, psychological, and political benefits for host destinations (Marris, 1987). Researchers are in consensus on the potential impacts of mega events on destination image due to enhanced media coverage of such events (Echtner &amp; Ritchie, 1993; Florek &amp; Insch, 2011; Gallarza, Saura, &amp; Garcí'a, 2002; Tasci &amp; Gartner, 2007). Many studies have been conducted to test the bidirectional influences among mega event image, destination image, and country image (e.g., Deng &amp; Li, 2013; Florek, Breitbarth, &amp; Conejo, 2008; Hahm, Tasci, &amp; Breiter Terry, 2018; Kaplanidou &amp; Gibson, 2010; Martínez &amp; Alvarez, 2010). Few studies have measured image change due to mega events (e.g., Ritchie &amp; Smith, 1991; King, Chen, &amp; Funk, 2015; Li &amp; Vogelsong, 2006; Suh, 1996); however, the image change and its stability due to large-scale events has not been substantiated with systematic and longitudinal studies. The current study tracked the image change in South Korea's country image and destination due to hosting the 2018 Olympic Winter Games in PyeongChang. A quasi-experimental design was conducted with five groups with very similar characteristics in an online platform. Using Qualtrics, a structured survey was designed to investigate country image, destination image, and the Olympics image before and after the 2018 Winter Games in South Korea. The last round of measurement is currently underway. The results will be shared at the conference.</p> <p><i>Changing Dimensions of Contemporary Tourism</i></p>



Friday, 17 May	
12:55-13:40	<b>PARALLEL SESSIONS</b>
<b>Room 1</b> Posters Continued	<p><b>Corporate Social Responsibility in the Tourism Industry of Nepal</b>  Rojan Baniya, PhD Student, Tourism, Recreation and Sport Management, University of Florida, Gainesville, United States  Brijesh Thapa, Professor, University of Florida, United States  Contemporary times calls for businesses to demonstrate more responsibility towards society with respect to direct engagement in sustainability initiatives. This aspect is even more central for the travel and tourism industry given its extensive utilization of community's environmental and cultural resources. With this context, this study explores the concept of corporate social responsibility (CSR) within the tourism industry of Nepal. More specifically, assessment in the level of awareness, engagement, and intention for future practice among travel and tour operators (TTO). Tourism is economically significant in Nepal especially in mountain-based destinations that are remote and lack major economic development alternatives. Also, the role of TTO which are typically small and medium enterprises are the critical link to facilitate tourist mobility to such environments. The data were collected via semi-structured questions during the summer of 2018 with 138 completed responses. Based on the results, it was identified that the TTO were not practicing CSR uniformly as most lacked consistent knowledge and practice initiatives. However, the key aspects with respect to awareness relate to: contribute back to society, treat customer right, and provide quality service. Among those that were currently involved in CSR programs, the level of engagement was the highest for environmental initiatives followed by socially responsible programs. Also, most TTO noted intention to engage and/or further participate in such programmatic activities. Overall, this study provides a basis to further formulate plans, programs, promotion and policy to engage TTO in CSR activities in Nepal.  <i>Tourism and Leisure Industries</i></p> <p><b>Agri-tourism in Palm Beach County: Promoting Agricultural Awareness</b>  Christian Miller, Commercial Agriculture and Tropical Fruit Extension Agent, Cooperative Extension, UF/IFAS Palm Beach County, West Palm Beach, United States  Matthew Van Weelden, Sugarcane, Rice  Florida's agricultural products are widely recognized for superior quality, freshness, and taste. International and domestic market demands make Florida agriculture second only to tourism as the largest industry in the state. Though the economic impact of Florida's agriculture annually exceeds \$100 billion, the public primarily associates the state with beaches, cruises, and theme parks. The tendency to lose sight of agriculture's importance in the shadow of tourism is evident in Palm Beach County (PBC) despite a third of the land being devoted to agricultural production. PBC is Florida's leading producer of such winter vegetable crops as head lettuce, spring mix lettuce, spinach, celery, radishes, Asian vegetables, bell peppers and even rice. PBC also leads the nation in sugarcane, sweet corn, and sod production. Palm Beach County is known for having many traditional locations and experiences to offer would-be tourists but in recent years, local, domestic, and international tour groups have begun asking UF/IFAS PBC Cooperative Extension Faculty to arrange farm tours for them. With the cooperation of our local farmers, UF/IFAS PBC has increased the agricultural awareness of such groups. Our farm tours provide direct interaction with the local farmers growing many of the vegetables found on east coast supermarket shelves during the winter months. This two-way communication allows the agri-tourist to ask questions and have their wide-ranging food and environmental concerns addressed while the farmers get an opportunity to share their perspectives with potential voters.  <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Creel and the Tarahumara Mountain Range : Cultural and Ethnic Integration Associated with Tourism</b>  Mr. Eduardo Orrante, Architect, Achitectural projects, Indepedent Architect  Creel, located in the state of Chihuahua, Mexico, is currently presenting a problem that goes beyond economy or tourism. Despite the existence of projects with the objective of encouraging the two previous points, there is a conflict of interests that has diminished the development of specific groups that inhabit the site: the civil population and the Rarámuris, the latter being an ethnic group located in the Tarahumara mountain range, near Creel. Analyzing the context of the site, tourism more than being one of the reasons of the problem, is also linked to the lack of collaboration among stakeholders in the growth of their area. The lack of opportunities and the search for a particular economic benefit have caused friction in relations and power clashes. Intervention projects have failed socially and created an irrelevant architecture, which has destroyed ecosystems, cultures and traditions. That is why a solution based on a vision or proposal is presented in this research: Creating the Cultural Integration Board, a multidisciplinary group that seeks to generate alliances between all parties interested in the tourism and social progress of its direct context. Looking for detonating the economy and its cultural wealth using architecture and sustainability. Generating analyzed projects based on an environmental, cultural and social impact, that integrate its inhabitants as labor or suppliers and use renewable energy to give a total change to the current direction of the city. All this to make Creel, and its surroundings, points of great cultural, sustainable and commercial recognition.  <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i></p> <p><b>Imagined Communities and the Empire of Tourism: The Draw of Indigenous Craft in the Development of the Cruise Industry in Alaska and Hawaii</b>  Vera Parham,  This study is an exploration related to the historical interpretation of the material culture of the tourism industry in late-nineteenth-century Alaska and Hawaii and focuses on the development of the cruise industry in those areas and the commodification of indigenous culture for mass appropriation and consumption. It also focuses on the difference in cultural appropriation in Alaska and Hawaii based upon the selling of atmosphere and landscape versus the selling of cultural items. One of the key research questions is to uncover how the propagation of indigenous crafts as well as performance of dance, rituals, etc. either supported the preservation of said cultures or harmed it though the projection of a false identity and the creation of "imagined communities" through the marketing of the exotic and the other. The study examines the "white gaze," how the tourist industry, collecting, and cruise trips informed the white perspective of "Nativeness" and how this in turn informed Indigenous people of themselves. It also uncovers the process of settler colonialism, how tourism worked to not just promote the exotic but to promote land acquisition and settlement in newly acquired American lands in order to cede white settlement. Through participating in the capitalism of the tourist trade, indigenous people were invited to not only promote aspects of their own culture but to become a remote part of the wider colonial world, though much of the culture promoted in the tourist space, even if staged by indigenous people themselves, remains anachronistic and ahistorical.  <i>Changing Dimensions of Contemporary Tourism</i></p>

**Analysing the Bidirectional Relation between Tourism and Economic Development**

Dr. Pablo Juan Cárdenas-García, Universidad de Jaén: Inicio

Dr. Juan Ignacio Pulido-Fernández, Universidad de Jaén: Inicio

After having demonstrated the relationship between tourism and economic growth, tourism-led economic growth (TLEG) and economic-driven tourism growth (EDTG), the scientific literature was concerned with studying the possible relationship between tourism and economic development, limiting itself to analysing a possible unidirectional relationship between tourism, economic growth, and economic development. In this context, the aim of this paper is to determine if the relationship between tourism and economic development is bidirectional, given that, although tourism can be a tool for economic development, it is also true that a higher level of economic development influences the expansion of tourism activity. Using a sample of 143 countries, and applying confirmatory factor analysis together with a structural equation model, the bidirectional relationship between tourism and economic development is confirmed. Therefore, although tourism activity and economic development face different challenges, if public policies work in a coordinated manner, they may contribute significantly to improving economic development in countries where tourism activity takes place.

*Critical Issues in Tourism and Leisure Studies***Local Perceptions on Legalized Marijuana and Its Impacts on Oregon State Tourism**

Pavlina Mc Grady, Assistant Professor, Business, Southern Oregon University, Ashland, United States

Dr. Soo Kang, Associate Professor, Colorado State University, United States

Donna Lane, Professor, Southern Oregon University, United States

Mark Siders, Associate Professor, Southern Oregon University, Ashland, United States

This paper examines local perceptions on marijuana tourism in the state of Oregon. The legalization of recreational marijuana poses various business opportunities, as well as operational challenges for the tourism industry. Understanding residents' perceptions of any new venture is imperative for state policy makers and community stakeholders. This study explores the relationship among perceived positive and negative impacts of marijuana legalization, the role of residents' levels of place attachment and perceptions of Oregon as a tourism destination as predictors to support for marijuana tourism. Findings reveal that the more residents perceive impacts positively, the more they are likely to support tourism. In that sense, residents can be regarded as proactive stakeholders in marijuana tourism. Furthermore, results indicate that the more attached to the state a person is, the less supportive of marijuana tourism they are. Yet, those who perceived Oregon as a tourism destination were supportive of marijuana tourism. Lastly, the study's findings reveal that a person's age was negatively correlated with support for marijuana tourism. The success of any community depends on understanding of residents' perceptions, which in turn facilitates planning and sustainable development. This study contributes to the limited literature on marijuana tourism and provides insight for managers of destinations where recreational marijuana is legal.

*Changing Dimensions of Contemporary Tourism***Anti-discriminatory Platform Shifts and User Review Behavior: An Empirical Examination**

Saunak Basu, Graduate Research Assistant, Gies College of Business, University of Illinois at Urbana Champaign, Urbana, United States

The ubiquitous connections of mobile device, social networks, and market platforms have enabled the rise of sharing economy. Sharing economy is a term that describes market based activities mediated through systems or networks, in which participants conduct peer to peer sharing activities in the form of renting, lending, trading, bartering, and swapping of goods, services, transportation solutions, space or money with no transfer of ownership (Bardhi and Eckhardt 2012; Belk 2014; Botsman and Rogers 2010; Möhlmann 2015; Sundararajan 2013). Sharing economy platforms have disrupted many industries globally. For example, plentiful availability of accommodations through AirBnB and Roomorama has disrupted the hospitality industry, and ride-sharing services, such as Uber and Lyft, have disrupted the taxicab service industry in a profound manner. In this study, we focus on the effect of one important policy change that was aimed at detrimental discriminatory behavior, and examine the post-policy behavior of participants. We draw policy implications and platform implications based on our empirical investigation. Using Airbnb as an example, we investigate how policy changes that had an anti-discrimination intent impacted the behavior of both the service providers and consumers. Airbnb launched "instant booking" starting 2015 in many cities. This policy was aimed at reducing discrimination against renters/guests and at the same time, eases the booking process and increase the occupancy rate. Using this event as a treatment in a natural experiment, and two instrumental variables in two stage models, we aim to understand the impact of this policy on the rating and sentiment of reviews.

*Changing Dimensions of Contemporary Tourism***Community Place-making, Cultural Heritage, and Tourism in Tepoztlán, Morelos, Mexico**

Andrea Hoff, Graduate Teaching Assistant, Urban Planning and Public Policy, University of California, Irvine, Irvine, United States

This research focuses on community driven place-making and cultural heritage preservation in the context of rapid urbanization and growth.

Ethnographic field research methods were applied to the case of Tepoztlán, Morelos, Mexico to understand the role of the "sacred" in local place-making efforts and in building and sustaining social capital. The research documented community perceptions of a freeway expansion project and the federal Pueblo Mágico [Magic Town] program intended to promote tourism while preserving culturally significant places. Tepoztlán's social resistance to development projects (including a famous 1990 uprising that blocked a Golf Club project and recent unsuccessful attempts to block the freeway expansion) illustrate the contrast between indigenous local place-making and these federal urban development policies. Tepoztlán is a complex case study showing how preservation efforts can involve commodification and tourism cross-pressures; and, how ceremonial life including neighborhood exchanges of promesas, intergenerational convivencia, and a culture of mural creation not only contribute to a vibrant public realm, but also strengthen social ties that serve to unify and empower residents. The goal is to highlight lessons for tourism and leisure scholars and practitioners who seek to balance preservation and growth, and provide a deeper understanding how local residents value and find meaning in their surroundings in order to help create urban policies that meet residents' diverse needs and desires, while highlighting the role of local efforts in creating culturally and environmentally sustainable urban environments.

*2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience*

Friday, 17 May

12:55-13:40

**PARALLEL SESSIONS**

**Room 3-  
Virtual  
Lightning  
Talks  
Continued**

**Sustainable Tourism Development of the Provincial Reserve, Staten Island**

Josefina Muratorio, Faculty, History, Geography and Tourism, Universidad del Salvador, Pilar, Buenos Aires, Argentina

At the moment, the promotion and the tourist exploitation of the Island of the States is minimum, reason why in the present work, in the function of the investigation of the destination made (including the survey of its natural and historical patrimony), the viability is verified to include it in a much more ambitious provincial and municipal tourism development plan, depending on the potential demand. A key point for this project is any activity that involves contact with this island must respect the parameters of sustainability and conservation of its current character of Provincial Ecological Reserve. Likewise, it is an object of this study. It is a place of entry in the whole region, promoting the maritime, tourist and regional integration of the island of the States with that city. and his or her environment. To be able to specify this, objectives have been designed that include an adequate tourist promotion, the possibility of concessions, the excursions in the operators, the corresponding correspondence to the national travel agencies with international reach. Finally, it has also become known in this work to bring to the knowledge various historical facts of great relevance in this island, which until now has not been fully compiled and has arrived. All this without forgetting to mention the mysteries and the laws that also integrate the heritage of this territory.

*2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience*

**Analyzing the Bidirectional Relation between Tourism and Economic Development**

Dr. Pablo Juan Cárdenas-García, Universidad de Jaén: Inicio

Dr. Juan Ignacio Pulido-Fernández, Universidad de Jaén: Inicio

There are many countries that have opted for tourism as dynamizing element of the economy, and, consequently, as a politics that allow to improve the socioeconomic development. Besides, scientific literature has demonstrated the existence of a relationship between tourism and economic development by revealing, in some cases, that tourism activity may allow to improve the life conditions of residents. On the other hand, in order to get an increase at the arriving tourist flow to the destination regions and, therefore, an expansion of the tourism activity, various factors are required. In turn, these variables determine the level of economic development. While it is true that a tourism expansion can be used as a tool for economic development, it is also true that a higher level of socioeconomic development of the destination can ease the tourism activity expansion. Thus, it may exist a bidirectional relation between both dimensions. This statement has received little attention by the scientific literature, which have been analyzing widely the bilateral relation between tourism and economic growth, tourism-led economic growth (TLEG) and economic-driven tourism growth (EDTG), but it has not been studied the relation between economic growth and economic development, in the same way. Thus, the aim of this paper consists in analyzing the bidirectional relation that exists between the tourism activity growth and the economic development through an empirical study at country level, by using a broad sample of 143 countries and its quantitative information during last two decades.

*Critical Issues in Tourism and Leisure Studies*



Friday, 17 May	
12:55-13:40	<b>PARALLEL SESSIONS</b>
<b>Room 4</b>	<p><b>Focused Discussions</b></p> <p><b>Marijuana Tourism : Marijuana and Its Potential Impact on Small Island Developing Destinations</b>  Dr. Gemma Wenner, Associate Professor, Hospitality Program Coordinator , Business, Technology and Public Service , College of Southern Maryland , La Plata , United States  This discussion seeks to examine the relationship between how marijuana legalization can be a disruptive innovation in the area of tourism and agriculture and contribute to economic development. The study seeks to address the challenge of accelerating economic growth and diversification in the economies of small island developing states (SIDS), dependent of tourism for their main livelihood by studying how the legalization of medicinal and recreational cannabis could rejuvenate tourism sectors. This discussion/ study differentiates tourism product offerings, creating new business opportunities, attracting new types of tourists, inducing a higher level of tourism expenditures, generating more jobs, and raising more tax revenue for public treasuries. The problem quite seemly stated is that traditional tourism products are lagging and becoming un-competitive. Practitioners and policymakers are seeking ideas and ways as to how to revitalize and expand their tourism offerings. The main research question for this study is; can marijuana legalization constitute a disruptive innovation that creates new marijuana-related tourism products, encourages economic linkages between agriculture and tourism (agritourism), and, extends the tourism life-cycle on small island developing states (SIDS)?  <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Issues of Diversity and Inclusion in Tourism and Lesiure Studies</b>  Stefanie Benjamin, Assistant Professor, Retail, Hospitality, and Tourism Management, University of Tennessee, Knoxville, United States  Alana Dillette, Assistant Professor, Hospitality and Tourism Management, San Diego State University, San Diego, United States  The current landscape of tourism and leisure studies within the United States and globally is problematic toward populations of difference. With the recent U.S. presidential election already causing hate crimes promoting xenophobia, misogyny, and homophobia; what will the travel and leisure studies environment look like globally for the future? For this workshop, we would like to offer a brave space for dialogue and discussion of issues of diversity and inclusion in tourism and leisure studies. We hope to break down stereotypes and implicit biases ingrained through systemic racism, patriarchy, and heteronormative views passed down and shared through cultures and institutions. In this workshop, we will use critical race theory (Taylor, Gillborn, &amp; Ladson-Billings, 2011), whiteness studies (Zuberi &amp; Bonilla-Silva, 2008), and queer theory (Sullivan, 2003), as the backbone from which to discuss the time and important issues of diversity and inclusion.  <i>Critical Issues in Tourism and Leisure Studies</i></p> <p><b>Employee Engagement through Meaningful Work: How to Make Work Meaningful through Teamwork and Fun in the Workplace</b>  Dr. Ellen McMahan, Assistant Professor, Exercise Sport Science, Eastern Kentucky University, Richmond, KY, United States  It can be challenging for managers, supervisors, leaders and future leaders in tourism and leisure studies arenas to cultivate employee engagement tactics, retain talented employees, and deliver second-to-none tourism experiences for guests. This session will allow for discussion of job satisfaction and job persistence, review of case studies, networking with other conference attendees, and identifying challenges in your organization. The implications of a recent study reveal female faculty at a regional institution are most likely to persist in their work when work is found to be meaningful and when relations are healthy with one's direct supervisor. Whether your agency interfaces with the general public or with single-visit guests, outstanding leadership and customer service occurs largely in part by ensuring your employees are engaged in their work through meaningful experiences.  <i>Changing Dimensions of Contemporary Leisure</i></p>
13:40-13:55	<b>Coffee Break</b>
13:55-15:35	<b>PARALLEL SESSIONS</b>



Friday, 17 May	
13:55-15:35	<b>PARALLEL SESSIONS</b>
<b>Room 1</b>	<p><b>Visitor Engagement</b></p> <p><b>Mockery and Respect in the Tourist Encounter: The Tourist Role within the Constructed Memoryscape Museums in Eastern Europe</b>  Dr. Elizabeth Carnegie, Program Director, Creative and Cultural Industries, University of Sheffield  Dr. Jerzy Kociatkiewicz, University of Sheffield  In this paper, we focus on museums that reflect the recent political past within Eastern and Central Europe including the Museum of Occupations in Tallinn, Museum of Occupation in Riga, and Museum of Genocide Victims in Vilnius which cover roughly the same period (1939 to 1991). As memorial museums, their aim is to commemorate and reclaim the unique suffering of specific geographically located individuals, and to project a united present and renewed sense of nationalism. They focus on Soviet and Nazi occupations of these countries which also led to forced migration and deportation. Drawing on our ethnographic study, we seek to determine how visitors engage with these museums and parks. We question whether there is an expected role and "appropriate" behaviour/responses of tourist/visitors to such sites. We question how their relationship with the recent past shapes their memories and experience of being a visitor. Are tourists also "ghost hunters" or "bringer of ghosts" to these sites? We conclude that being a tourist is a complex experience often requiring a respectful approach regardless of background or country of origin. However, our study shows that in some cases tourists are invited to mock, to actively perform 'disrespect' in ways which would be unthinkable for local people.  <i>Critical Issues in Tourism and Leisure Studies</i></p> <p><b>Are We Still Eating, Praying, and Loving?: The Special Interest Tourism Niches of Culinary, Spiritual, and Romance</b>  Dr. Leslie Scamacca, Assistant Professor, Business and Technology, The City University of New York/ LaGuardia Community College, New York, 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 and paper will explore 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.  <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Attitudes towards Space Travel and Tourism</b>  Xiaoxiao Fu, Assistant Professor, Tourism Events and Attractions, University of Central Florida, Orlando, United States  Asli D.A. Tasci, University of Central Florida, Orlando, United States  Dr. Alan Fyall, University of Central Florida, Orlando, Florida, United States  Space tourism is one of the most heated subjects of the modern day. With its expected economic, environmental and social benefits and costs, it raises a lot of questions, to which people seek answers from different sources and generate social representations. Nonetheless, general public perception, attitude and support for scientific space travel and civilians' space tourism have received minimal attention thus far. The current study aimed to measure general American public's perceptions, attitude and support for space travel. Using Qualtrics, a structured survey was designed to investigate information these variables. The results will be shared at the conference.  <i>Changing Dimensions of Contemporary Tourism</i></p>



Friday, 17 May	
13:55-15:35	<b>PARALLEL SESSIONS</b>
<b>Room 2</b>	<p><b>Paradigm Shifts</b></p> <p><b>Hula, Mai Tai, and Ukulele: Audiovisual Touristic Imagination(s) of Hawai'i after World War II</b>  Nathalie Voßkamp, Assistant Professor, Institute for North American History, University of Cologne, Cologne, Germany  Starting with the end of World War II Hawai'i transformed from an exclusive holiday destination available to only a small segment of the US-American population into an accessible dream destination of the masses. The islands' conception as a symbol of paradise solidified and Hawai'i functioned as projection space that amalgamated the people's desire for leisure, exoticness, adventure, and nativeness. The project focuses on the US-American tourism from the mainland to Hawai'i after World War II. It aims at analyzing the audio-visual touristic imagination(s) of Hawai'i found in advertisements by the tourist industry and companies, in newspaper and journal articles, guidebooks, travelogues, and tonal sound concepts. It addresses numerous aspects of the islands such as Native Hawai'ians, traditional Hawai'ian culture and cultural expressions as well as nature and natural landscape. Key issues addressed are, what kind of touristic image of Hawai'i do the primary sources evoke? Which interpretative patterns, keywords, images, symbolisms, and forms of representation shaped the touristic presentation? Which specific aspects contributed to the presentation and perception of Hawai'i as paradise and dream of the South Seas? The project tries to fill the gap between the conscious promotion of Hawai'i as paradise and the question of the impetus of the pursuit of paradise by focusing on the contentual level of the image evoked and by dealing with the concepts of Self and Other, tourist gaze, performativity, consumption of places, informal imperialism, liminality, and paradisiac ideas.  <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>The Emergence of Dining, as a Leisure Practice, in Great Britain</b>  Carina Jane Mansey, PhD Student, Sociology, City University, London  The leisure industry has an irrefutable connection with food, which may be why many do not view dining, for leisure purposes, as a contemporary practice. Albeit that it is well documented that restaurants only started emerging in Britain a little over a century ago and tables at them were almost exclusively reserved for privileged male members of societies' elite. Data that has been collected indicates that this emergent leisure practice was then stunted by both the first and second world wars and subsequent food import restrictions and rationing. Following post-World War Two austerity, there was economic growth and deep discursive shifts in Britain's organisation, which saw the apparent dilution of social constructs, such as "class," "gender" and "race." This paper will argue that it was these conditions that led to a perceived inclusivity that began to be observed in British leisure practices of the 70s, which aided the growth of the modern dining industry. Yet, did dining really become an inclusive leisure practice? This paper seeks to outline and unpack narratives, using a methodology that follows the tradition of historical sociology, in order to not only further delineate the emergence of dining, as a leisure practice, in Britain, but to also assess if the social systems of power, evident in early restaurants, were deconstructed or if they remain attached to this segment of the leisure industry.  <i>Changing Dimensions of Contemporary Leisure</i></p> <p><b>Roots Tourism: Diasporic African-Americans Returning Home in Search of Identity?</b>  Alana Dillette, Assistant Professor, Hospitality and Tourism Management, San Diego State University, San Diego, United States  The African diaspora's "re - migration" to presumed homelands in Africa has been steadily gaining popularity among African-Americans for some time now. With the emergence of the Black Travel Movement, including organizations and companies that cater specifically towards Black travelers – the industry has seen a surge in travelers wanting to "go home" (Dillette, Benjamin &amp; Carpenter, 2018). This idea of returning to the homeland is permeated with symbolism and social meaning for many, especially in our current political climate. Though the industry has witnessed a boom in this type of "roots tourism" – research on these experiences is very limited (Mensah, 2015). In order to address this gap, this research study explored the lived experiences of African-American roots travelers on a trip Ghana, West Africa. Using an ethnographic case study approach, data was collected from participants before, during and after their experience. Preliminary findings reveal a form of 'double consciousness' as coined by W.E.B. Du Bois and a sense of heightened civic duty as a result of the travel experience. This work will focus not only on the research findings, but also on the connection between roots tourism and valuing diversity and culture in the tourism experience.  <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i></p>



### **Overtourism and Sustainability in Vulnerable Tourist Destinations: The Case of the Ñuro Bay and Uros Island in Peru**

Master María Elena Sánchez Zambrano, Economist, Pontificia Universidad Católica del Perú, San Miguel, Peru

María Elena Esparza, Pontificia Universidad Católica del Perú, Lima, Peru

Prof. Mario Pasco, PhD Candidate, Academic Department of Management Sciences, Pontifical Catholic University of Peru, Lima, Peru

Agnes Franco Temple, Professor, PUCP, Peru

The promotion of tourist destinations has become a key strategy of economic growth for many developing countries; however, in several contexts this strategy has not been accompanied by policies that incorporate a sustainable tourism approach. The purpose of this research is to determine the effects and risks of overtourism in ecologically vulnerable areas with spatially natural resources. In this vein, the study seeks to identify the main economic, social, cultural and environmental changes that experience a tourist destination when the number of visitors exceeds their capabilities. It also intends to collect the points of view of local stakeholders about these changes. Finally, it seeks to assess to what extent the tourism management models applied in these areas are sustainable. The research methodology is based on the study of two cases in Peru: one in the Ñuro bay, known for its sea turtles, and the other in the Uros island, an artificial floating structure in the Titicaca Lake where this traditional Andean community lives. The techniques for gathering information include surveys, in-depth interviews, direct observation and documentary analysis. This investigation is valuable for two reasons. First, it reflects on the need of prevention and mitigation strategies regarding the negative impacts of overtourism. Second, it highlights the importance of a sustainable management of tourist destinations, especially those located in vulnerable ecosystems and whose populations mainly depend on tourism.

*Critical Issues in Tourism and Leisure Studies*

### **Ethical Volunteering: Exposing Issues and Offering Solutions in Volunteer Tourism**

Carolyn Lusby, Assistant Professor, Chaplin School of Hospitality and Tourism Management, Florida International University

Friederike Hertwig, Writer/Researcher, Responsible Volunteering, United States

Volunteer tourism has become increasingly popular, as more and more travelers seek experiences beyond seeing sights and mere sun and fun holidays. In search for the “authentic” adventure, volunteers engage in social projects in order to give back through their travels. Previous research has shown that these experiences can tremendously change the world view of the traveler and as such have impacts beyond the immediate tourism experience, as they potentially impact buying patterns and lifestyle. As more commercial tour operators offer volunteer experiences for a profit, interests of the traveler often come at a cost to the local community. Previous studies have highlighted that knowing about the expectations and motivations of the traveler can help operators to better prepare volunteers. For the traveler, it becomes increasingly important to find ethical operators which ensure child protection, do not engage in poverty marketing, and have solid local partnerships which give back. Previous research has further shown that selection and preparation of volunteers are insufficient in most commercial operators. The purpose of this study then is to examine main ethical issues in the volunteer tourism industry, and offer solutions for a more thoughtful approach to responsible volunteering.

*Critical Issues in Tourism and Leisure Studies*

### **The Miao People and Chinese Ethnic Tourism**

Mary Louise Buley Meissner, Professor, English, University of Wisconsin-Milwaukee, Milwaukee, WI, United States

Vincent Her, Associate Professor, Anthropology, University of Wisconsin - La Crosse, United States

Our paper focuses on how modern Chinese tourism promotes ethnic Miao people as a model “happy minority,” whose identity is inseparable from the ability to entertain urban Chinese through “authentic” cultural performances of song and dance. A major ethical concern for us is how tourism supports campaigns to maintain a national narrative of ethnic harmony. As a counter-narrative, we describe our personal encounters with Miao people (particularly the Hmong subgroup) and the challenges they face in modern society. The tourism boom within China includes trips from prosperous cities such as Shanghai to rural areas such as Guizhou, advertised as a “timeless” realm of mountains and lamp-lit villages, where travelers can experience Miao hospitality. Popular television documentaries also promote tourism by showing the Miao as existing in their “original” state, far removed from the complications of modern society. However, as our research shows, Miao people actually are confronting high rates of poverty and low rates of education. Moreover, while they are being praised for “authentic” performances, they are losing the very culture which they are assumed to embody: Han Chinese are deciding what Miao will perform; villages are being turned into tourism showcases; and families are breaking up as youth leave the countryside for jobs in big cities (with tourism profits going to outside contractors). Finally, along with our audience, we would like to consider how tourism could be a positive rather than negative influence in shaping a more promising future for Miao people and other ethnic groups in China.

*Critical Issues in Tourism and Leisure Studies*

### **Medical Tourism in the Homeland: A Korean American Perspective**

Julaine Rigg, Assistant Professor, Department of Business Administration, Morgan State University, Baltimore, Maryland, United States

Dr. Joonwoo Moon, Assistant Professor, Morgan State University, United States

The globalization of health care has given rise to a new form of tourism, “health tourism” of which medical tourism is among the fastest growing sector. It is increasingly being recognized as having great potential for growth, generating considerable revenues and job creation in the service industry. While South Korea is considered one of the fastest emerging markets in medical tourism, it is not clear what factors play a role in medical tourists’ decision when they seek treatment in a particular country. During October 2016 to April 2017, a total of 207 Korean Americans responded to surveys regarding a medical trip to South Korea. Multiple regression analysis was used to analyze medical characteristics (cost, service quality, physician quality, facilities and access), and touristic characteristic (food, accommodation, shopping, attractiveness, and security) on intention to take a medical tour to South Korea. The results showed that: Cost, service quality, and facilities impacted Korean American’s intention to seek treatment in the homeland. Food, accommodation and security were important to Korean American medical tourist seeking to take a medical tour to South Korea. Significant differences were found regarding cost between experienced vs potential medical tourist. This study suggests that Korean medical stakeholders continue to highlight the affordability of the medical treatment, provide continuous quality training for staff in patient care and ensure that affordable accommodations, food variety and security are highlighted in international marketing campaigns to potential medical tourists.

*Changing Dimensions of Contemporary Tourism*



Friday, 17 May	
13:55-15:35	<b>PARALLEL SESSIONS</b>
<b>Room 4</b>	<p><b>Representation and Conflict</b></p> <p><b>The Conflict of Life and Forms: Social Change, Contestation and Heritage Tourism</b>  Jeff Wahl, Ph.D. Candidate, Department of Recreation, Park, and Tourism Sciences, Texas A&amp;M University, College Station, United States  Tazim Jamal, Professor, Texas A&amp;M University, United States  The commemoration of cultural heritage through monuments and statues is a facet of the heritage tourism industry that tangibly represents the past for public consumption. However, beyond being sites of commemoration, commemorative spaces are also ideological sites where certain narratives can be privileged over others. Recently, some sites, such as American Civil War memorials, have become highly contested spaces where diverse, divergent social interests have clashed over their continued existence in public places. These conflicts have raised new issues for heritage tourism. Specifically, how are conflicts changing the way that tourists and other heritage stakeholders view such sites of commemoration? And how can these conflicts be mitigated? Simmel's (1918) essay, <i>The Conflict in Modern Culture</i>, offers a lens to view social conflict and commemoration. Simmel draws a distinction between life, which refers to the diverse lived experiences of different people in society, and forms, which refers to representations of life that convey order and knowledge through the promotion of particular narratives. In this understanding, social conflict is inevitable as commemorations promote static and fragmented narratives of cultural heritage that obstruct or deny alternative perspectives in a world of continuous mobility and change. Yet, to Simmel, such conflict may be beneficial, as it challenges the narrow meanings of existing forms, and strives to better reflect life itself. This study uses Simmel to explore stakeholder conflicts and emergent solutions related to the commemoration of cultural heritage in an iconic destination the Little Bighorn Battlefield National Monument, Montana, USA.  <i>Changing Dimensions of Contemporary Tourism</i></p> <p><b>Intangible Cultural Heritage as a Tourism Attraction: The Case of Oman</b>  Galal Afifi, Head of Tourism Department, Tourism, Sultan Qaboos University, Muscat, Oman  Oman is currently achieving an apparent expansion in its tourism sector, which is not limited to the continuous growth in tourists' numbers (i.e. 2.3 million in 2017), but also evident in its contribution to the Omani GDP and the development happening in tourism investment, legislation, education, etc. In this regard, Oman's cultural features have always represented a major part of its attractiveness, allowing Oman to have a place on the list of most evolving tourism destinations in 2017. Comparing to countries such as Egypt, Italy or China, it is hard to claim that Oman is overabundant with archaeological sites; however, Oman is surely one of very few Middle Eastern countries where tourists can still see and live an authentic cultural experience. Unlike other countries, this experience is not artificially created, enhanced or even maintained for tourism purposes, but it is actually the daily life of the majority of the Omani people, who are simply living their traditional cultural and social life until today without major changes. The continuity of this traditional life style has resulted in maintaining a tremendous treasure of intangible heritage including folkloric arts, myths, rituals, traditions and festive events which offers a unique opportunity for tourists to have such live experience. In this context, this paper aims to highlight the uniqueness of the Omani Intangible heritage and examine the cons and pros of inserting it as a major component of the Omani tourism business from different point of views including public and private entities, community and tourists.  <i>2019 Special Focus - Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</i></p>
15:35-15:45	<b>Transition Break</b>



Friday, 17 May	
15:45-16:30	Talking Circles
	<p>A second Talking Circle is held at the end of the second day for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. 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 network.</p> <p>Room 1: Changing Dimensions of Contemporary Tourism / Changing Dimensions of Contemporary Leisure Room 2: Tourism &amp; Leisure Industries Room 3: Critical Issues in Tourism and Leisure Studies Room 4: Beyond Constraints: Valuing Diversity and Culture in the Tourism Experience</p>
16:30-17:00	Conference Closing & Award Ceremony



# Tourism & Leisure Studies | List of Participants

Galal Afifi	Sultan Qaboos University	Oman
Kadiri Ayomide Agoro	Neo Travel and Tour	South Africa
Michael Adeniyi Ajayi	University of Ibadan	Nigeria
Abdulelah Al Tokhais	University of Florida	United States
Arminda Almeida Santana	Universidad de Las Palmas de Gran Canaria	Spain
Nelson Asah Asoh	Brandenburg University	United Kingdom
Mark Avery	Griffith University	Australia
Alexandra Azpurua	Florida International University	United States
Robin Back	University of Central Florida	United States
Carissa Baker	Seminole State College	United States
Rojan Baniya	University of Florida	United States
Saunak Basu	University of Illinois at Urbana Champaign	United States
Allegra Baumann	TU Darmstadt	Germany
Lynn Beckles	University of the West Indies	Jamaica
Beatriz Bedoya	Universidad EAFIT	Colombia
Stefanie Benjamin	University of Tennessee	United States
Rune Benonisen	Reisa national park council	Norway
Mary Frank Bogwe	Muze Tourism and travel Consultant Ltd	Afghanistan
Derek Bryce	University of Strathclyde	United Kingdom
Mary Louise Buley Meissner	University of Wisconsin-Milwaukee	United States
John Buschman	Florida International University	United States
Elena Camilo	University of San Jose-Recoletos	Philippines
Pablo Juan Cárdenas-García	Universidad de Jaén: Inicio	Spain
Elizabeth Carnegie	University of Sheffield	United Kingdom
Daniel Celis Sosa	University of Las Palmas de Gran Canaria	Spain
Mason Chen	Stanford	United States
Yu Ting Chiu	Taipei City University of Science and Technology	Taiwan
Latisha Clark	Florida International University	United States
Candice Cornet	Cégep de Saint-Hyacinthe	Canada
Cesarina Correa		United States
Tatiana David Negre	Universidad de Las Palmas de Gran Canaria	Spain
Alana Dillette	San Diego State University	United States
Heather Duplaisir	Healing Water Journeys	United States
Milind Fadnavis	Institute of Management Technology	India
Raymond Francis	CHMC-Bahamas	Bahamas
Xiaoxiao Fu	University of Central Florida	United States
Maksim Godovych	University of Central Florida	United States
Maria Alejandra Gomez	Florida International University	United States
Claudia G Green	Pace University	United States
Jeeyeon Hahm	University of Central Florida	United States
Mike Hampton	Florida International University	United States
Vincent Her	University of Wisconsin - La Crosse	United States
Friederike Hertwig	Responsible Volunteering	United States
Andrea Hoff	University of California, Irvine	United States
Walky Jean	Universidad Tecnológica de Santiago	United States
Elvira K. Katić	Ramapo College of New Jersey	United States
Odil Khasanov	Atlanta Air	Uzbekistan





# Tourism & Leisure Studies | List of Participants

SungEun Kim	UNLV	United States
Charles Kropke	Tropic Moon Holdings	United States
Sinem Kurtural	Dokuz Eylul University	United States
Yen E. Lam Gonzalez	Universidad de Las Palmas de Gran Canaria	Spain
Joanna Latts		
William Lenz	Chatham University	United States
Cristina I Leon	Florida International University	United States
Yaxin (Louisa) Li	UBC Management Faculty - Undergraduate Student	Canada
Zsuzsanna Lontai Szilágyi	Corvinus University of Budapest	Hungary
Michael Luongo	University of Michigan	
Carolyn Lusby	Florida International University	United States
Carina Jane Mansey	City University, London	United Kingdom
Drew Martin	University of South Carolina	United States
Pavlina Mc Grady	Southern Oregon University	United States
Mark Mc Neill	AgResearch Limited	United States
Mark Mc Neill	AgResearch Ltd	New Zealand
Ellen McMahan	Eastern Kentucky University	United States
Victor L Mederos	Florida International University	United States
Hitesh Mehta	HM Design	United States
Cynthia Messer	University of Minnesota	United States
Christian Miller	University of Florida / IFAS Palm Beach County	United States
Sergio Moreno Gil	Universidad de Las Palmas de Gran Canaria	Spain
Josefina Muratorio	Universidad del Salvador	Argentina
Joelson Nascimento		Brazil
Wairimu Njambi	Florida Atlantic University	United States
William O'Brien	Florida International University	United States
Samantha Oleniak	Omni Hotels and Resorts	United States
Eduardo Orrante	Indepedent Architect	
Vivianne Palma	Caides	Chile
Vera Parham	American Public University	United States
Candace Parrish	Rollins College	United States
Angelo Q Pecorelli	Florida International University	United States
Yiqian Peng	Jinqi Medical Investment Group	United States
Paola Podestá	Universidad EAFIT	Colombia
María José Polo Bueno	Touropoperator Der Touristik	Germany
Miguel Puig-Cabrera	Management & Research	United States
Juan Ignacio Pulido-Fernández	Universidad de Jaén: Inicio	Spain
Raquelle A Rego	Florida International University	United States
Ricardo Ricci Uvinha	University of Sao Paulo	Brazil
Julaine Rigg	Morgan State University	United States
María Elena Sánchez Zambrano	Pontificia Universidad Catolica del Peru	Peru
Leslie Scamacca	The City University of New York/ LaGuardia Community College	United States
Marco Scholtz	North-West University	South Africa
Andrea Schurmann	James Cook University in Queensland	Australia
Gaute Svensson	University of Tromso	Norway
Asli D.A. Tasci	University of Central Florida	United States
Brijesh Thapa	University of Florida	United States





# Tourism & Leisure Studies | List of Participants

Luciana Danielle Vasquez  
Nathalie Voßkamp  
Jeff Wahl  
Gemma Wenner  
Yuan Yao  
Abigail Qian Zhou

Florida International University  
University of Cologne  
Texas A&M University  
College of Southern Maryland  
Central Michigan University  
Hokkaido University

United States  
Germany  
United States  
United States  
United States  
Japan







# COMMON GROUND | Conference Calendar



## **Ninth International Conference on The Constructed Environment**

Centro Cultural Vila Flor  
Guimarães, Portugal | 23–24 May 2019  
[constructedenvironment.com/2019-conference](http://constructedenvironment.com/2019-conference)



## **Nineteenth International Conference on Diversity in Organizations, Communities & Nations**

University of Patras  
Patras, Greece | 5–7 June 2019  
[ondiversity.com/2019-conference](http://ondiversity.com/2019-conference)



## **Fourteenth International Conference on the Arts in Society**

Polytechnic Institute of Lisbon  
Lisbon, Portugal | 19–21 June 2019  
[artsinsociety.com/2019-conference](http://artsinsociety.com/2019-conference)



## **Tenth International Conference on Sport & Society**

Ryerson University  
Toronto, Canada | 20–21 June 2019  
[sportandsociety.com/2019-conference](http://sportandsociety.com/2019-conference)



## **Twelfth Global Studies Conference**

Jagiellonian University  
Kraków, Poland | 27–28 June 2019  
[onglobalization.com/2019-conference](http://onglobalization.com/2019-conference)



## **Seventeenth International Conference on New Directions in the Humanities**

University of Granada  
Granada, Spain | 3–5 July 2019  
[thehumanities.com/2019-conference](http://thehumanities.com/2019-conference)



## **XVII Congreso Internacional sobre Nuevas Tendencias en Humanidades**

Universidad de Granada  
Granada, España | 3–5 de julio de 2019  
[las-humanidades.com/congreso-2019](http://las-humanidades.com/congreso-2019)



## **Seventeenth International Conference on Books, Publishing & Libraries**

University of Granada  
Granada, Spain | 5 July 2019  
[booksandpublishing.com/2019-conference](http://booksandpublishing.com/2019-conference)



## **Fourteenth International Conference on Interdisciplinary Social Sciences**

Universidad Autónoma Metropolitana  
Mexico City, Mexico | 10–12 July 2019  
[thesocialsciences.com/2019-conference](http://thesocialsciences.com/2019-conference)



## **XIV Congreso Internacional de Ciencias Sociales Interdisciplinarias**

Universidad Autónoma Metropolitana Unidad Xochimilco  
Ciudad de México, México | 10–12 de julio de 2019  
[interdisciplinasocial.com/congreso-2019](http://interdisciplinasocial.com/congreso-2019)



## **Twenty-sixth International Conference on Learning**

Queen's University Belfast  
Belfast, UK | 24–26 July 2019  
[thelearner.com/2019-conference](http://thelearner.com/2019-conference)



## **XXVI Congreso Internacional sobre Aprendizaje**

Universidad de Queen  
Belfast, Reino Unido | 24–26 de julio de 2019  
[sobreaprendizaje.com/congreso-2019](http://sobreaprendizaje.com/congreso-2019)



## **Aging & Social Change: Ninth Interdisciplinary Conference**

University of Vienna  
Vienna, Austria | 16–17 September 2019  
[agingandsociety.com/2019-conference](http://agingandsociety.com/2019-conference)



## **Ninth International Conference on Health, Wellness & Society**

University of California at Berkeley  
Berkeley, USA | 19–20 September 2019  
[healthandsociety.com/2019-conference](http://healthandsociety.com/2019-conference)







## **IX Congreso Internacional de Salud, Bienestar y Sociedad**

Universidad de California, Berkeley  
Estados Unidos | 19–20 de septiembre de 2019  
[saludsociedad.com/congreso-2019](http://saludsociedad.com/congreso-2019)



## **Fourth International Conference on Communication & Media Studies**

University of Bonn  
Bonn, Germany | 26–28 September 2019  
[oncommunicationmedia.com/2019-conference](http://oncommunicationmedia.com/2019-conference)



## **IV Congreso Internacional de Estudios sobre Medios de Comunicación**

Universidad de Bonn  
Bonn, Alemania | 26–28 de septiembre de 2019  
[medios-comunicacion.com/congreso-2019](http://medios-comunicacion.com/congreso-2019)



## **Ninth International Conference on Food Studies**

National Kaohsiung University of  
Hospitality and Tourism  
Kaohsiung City, Taiwan | 24–25 October 2019  
[food-studies.com/2019-conference](http://food-studies.com/2019-conference)



## **Twelfth International Conference on the Inclusive Museum**

Muntref, Museum of Immigration  
Buenos Aires, Argentina | 7–9 November 2019  
[onmuseums.com/2019-conference](http://onmuseums.com/2019-conference)



## **Sixteenth International Conference on Environmental, Cultural, Economic & Social Sustainability**

Pontifical Catholic University of Chile  
Santiago, Chile | 29–31 January 2020  
[onsustainability.com/2020-conference](http://onsustainability.com/2020-conference)



## **XVI Congreso Internacional sobre Sostenibilidad Medioambiental, Cultural, Económica y Social**

Pontificia Universidad Católica de Chile  
Santiago, Chile | 29–31 de enero de 2020  
[lasostenibilidad.com/congreso-2020](http://lasostenibilidad.com/congreso-2020)



## **Fourteenth International Conference on Design Principles & Practices**

Pratt Institute, Brooklyn Campus  
New York, USA | 16–18 March 2020  
[designprinciplesandpractices.com/2020-conference](http://designprinciplesandpractices.com/2020-conference)



## **XIV Congreso Internacional sobre Principios y Prácticas del Diseño**

Pratt Institute, Brooklyn Campus  
Nueva York, Estados Unidos | 16–18 de marzo de 2019  
[el-diseno.com/congreso-2020](http://el-diseno.com/congreso-2020)



## **Sixteenth International Conference on Technology, Knowledge, and Society**

Illinois Conference Center at University of Illinois  
Research Park  
Champaign, USA | 26–27 March 2020  
[techandsoc.com/2020-conference](http://techandsoc.com/2020-conference)



## **Thirteenth International Conference on e-Learning & Innovative Pedagogies**

University of the Aegean - Rhodes Campus  
Rhodes, Greece | 23–24 April 2020  
[ubi-learn.com/2020-conference](http://ubi-learn.com/2020-conference)



## **XVI Congreso Internacional de Tecnología, Conocimiento y Sociadagies**

Universidad del Egeo - Campus Rodas  
Rodas, Grecia | 23–24 de abril de 2020  
[tecno-soc.com/congreso-2020](http://tecno-soc.com/congreso-2020)



## **Tenth International Conference on Religion & Spirituality in Society**

UBC Robson Square  
Vancouver, Canada | 30 April - 1 May 2020  
[religioninsociety.com/2020-conference](http://religioninsociety.com/2020-conference)



## **X Congreso Internacional sobre Religión y Espiritualidad en la Sociedad**

UBC Robson Square  
Vancouver, Canadá | 30 de abril–1 de mayo de 2020  
[la-religion.com/congreso-2020](http://la-religion.com/congreso-2020)



## **Tenth International Conference on The Constructed Environment**

University of California Berkeley, Clark Kerr Campus  
Berkeley, USA | 13–14 May 2020  
[constructedenvironment.com/2020-conference](http://constructedenvironment.com/2020-conference)



## **Twentieth International Conference on Knowledge, Culture, and Change in Organizations**

University of Illinois at Chicago,  
Student Center East  
Chicago, USA | 27–28 May 2020  
[organization-studies.com/2020-conference](http://organization-studies.com/2020-conference)



## **XX Congreso Internacional de Conocimiento, Cultura y Cambio en Organizaciones**

Universidad de Illinois en Chicago,  
Student Center East  
Chicago, Estados Unidos | 27–28 de mayo de 2020  
[la-organizacion.com/congreso-2020](http://la-organizacion.com/congreso-2020)



## **Twentieth International Conference on Diversity in Organizations, Communities & Nations**

University of Milan  
Milan, Italy | 10–12 June 2020  
[ondiversity.com/2020-conference](http://ondiversity.com/2020-conference)



## **XX Congreso Internacional sobre Diversidad en Organizaciones, Comunidades y Naciones**

Universidad de Milán  
Milán, Italia | 10–12 de junio de 2020  
[ladiversidad.com/congreso-2020](http://ladiversidad.com/congreso-2020)



## **Fifteenth International Conference on The Arts in Society**

NUI Galway  
Galway, Ireland | 24–26 June 2020  
[artsinsociety.com/2020-conference](http://artsinsociety.com/2020-conference)



## **Eighteenth International Conference on New Directions in the Humanities**

Ca' Foscari University of Venice  
Venice, Italy | 1–3 July 2020  
[thehumanities.com/2020-conference](http://thehumanities.com/2020-conference)



## **XVIII Congreso Internacional sobre Nuevas Tendencias en Humanidades**

Universidad Ca' Foscari de Venecia  
Venecia, Italia | 1–3 de julio de 2020  
[las-humanidades.com/congreso-2020](http://las-humanidades.com/congreso-2020)



## **Twenty-seventh International Conference on Learning**

University of Valencia  
Valencia, Spain | 13–15 July 2020  
[thelearner.com/2020-conference](http://thelearner.com/2020-conference)



## **XXVII Congreso Internacional de Aprendizaje**

Universidad de Valencia  
Valencia, España | 13–15 de julio de 2020  
[sobreadaprendizaje.com/congreso-2020](http://sobreadaprendizaje.com/congreso-2020)



## **Fifteenth International Conference on Interdisciplinary Social Sciences**

National and Kapodistrian University of Athens,  
Athens, Greece | 20–22 July 2020  
[thesocialsciences.com/2020-conference](http://thesocialsciences.com/2020-conference)



## **XV Congreso Internacional de Ciencias Sociales Interdisciplinarias**

Universidad de Atenas  
Atenas, Grecia | 20–22 de julio de 2020  
[interdisciplinasocial.com/congreso-2020](http://interdisciplinasocial.com/congreso-2020)



## **Tenth International Conference on Health, Wellness & Society**

Université de la Sorbonne Nouvelle Paris 3  
Paris, France | 3–4 September 2020  
[healthandsociety.com/2020-conference](http://healthandsociety.com/2020-conference)



## **Tenth International Conference on Health, Wellness & Society**

Université de la Sorbonne Nouvelle Paris 3  
Paris, France | 3–4 September 2020  
[healthandsociety.com/2020-conference](http://healthandsociety.com/2020-conference)



Fifth International Conference on

# Tourism & Leisure Studies

18–19 June 2020

University of Dubrovnik

Dubrovnik, Croatia

## Call for Papers

We invite proposals for paper presentations, workshops/interactive sessions, posters/exhibits, colloquia, innovation showcases, virtual posters, or virtual lightning talks.

## Returning Member Registration

We are pleased to offer a Returning Member Registration Discount to delegates who have attended the Tourism & Leisure Studies Conference in the past. Returning research network members receive a discount off the full conference registration rate.

[tourismandleisurestudies.com/2020-conference](https://tourismandleisurestudies.com/2020-conference)

[tourismandleisurestudies.com/2020-conference/call-for-papers](https://tourismandleisurestudies.com/2020-conference/call-for-papers)

[tourismandleisurestudies.com/2020-conference/registration](https://tourismandleisurestudies.com/2020-conference/registration)

