Fifth International Conference on
Tourism & Leisure Studies

18–19 June 2020 | Virtual Conference

COMMON GROUND

The University of Dubrovnik
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Tourism & Leisure Studies
Research Network

Fifth International Conference on
Tourism & Leisure Studies

"Responsive and Relevant Tourism: Impacts, Experiences, and Measures for Better Planning"

18–19 June 2020 | Virtual Conference

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Tourism & Leisure Studies Conference

Curating global interdisciplinary spaces, supporting professionally rewarding relationships

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
- 2019 - Florida International University, Miami, USA

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)
- **Hitesh Mehta,** President, HM Designs, Miami, USA (2019)
- **Sergio Moreno Gil**, Professor, Universidad de Las Palmas de Gran Canaria, Canary Islands, Spain (2016)

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

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Research Network Chair & Plenary Speaker

Research Network Chair

Amareswar Galla, Professor of Inclusive Cultural Leadership and Director, International Centre for Inclusive Cultural Leadership (ICICL), Anant National University, Ahmedabad, India; Executive Director, International Institute for the Inclusive Museum, Australia/India/USA; UNITWIN-UNESCO Network – Tourism, Culture and Development, Université Paris 1 Panthéon-Sorbonne; and Former Vice President, ICOM, Paris, and former President, ICOM of the Asia Pacific, Paris

Dr. Amareswar Galla is the chief curator of Amaravathi Heritage Town (birthplace of Mahayana Buddhism) India and founding executive director of the International Institute for the Inclusive Museum. He was the former vice president of the International Executive Council of ICOM, Paris and a former president of ICOM Asia Pacific Executive Board. He is also an active ICOMOS member who was directly engaged in drafting the Nara Recommendation of the World Heritage Convention in 1994. He founded the inclusive museum movement two decades ago as a strategic initiative with Common Ground Publishing and chaired the drafting and adoption of the ICOM Cultural Diversity Charter in Shanghai in 2010. An alumnus of the Jawaharlal Nehru University, New Delhi, he was formerly full professor of museum studies, University of Queensland and prior to that, full professor of sustainable heritage development, the Australian National University. He is an accredited mentor/facilitator of UNESCO for the 2003 Intangible Heritage Convention. His extensive publication record ranges from World Heritage: Benefits Beyond Borders, Cambridge University Press & UNESCO Publishing, 2012 (French and Korean translations 2013) to Heritage Curricula and Cultural Diversity, Prime Minister & Cabinet, Australia, 1993. He writes one of the most read heritage columns in India and online globally.

Plenary Speaker

Ko Koens, Professor, New Urban Tourism, Inholland University of Applied Sciences, Rotterdam, Netherlands

"From Overtourism to Responsive and Relevant Urban Tourism"

Dr. Ko Koens is professor of new urban tourism at Inholland University of Applied Sciences in Rotterdam and has been involved in sustainable tourism for nearly twenty years. His work focuses on sustainable urban tourism with an emphasis on new urban tourism, overtourism, city hospitality, and tourism of inequalities (slum tourism). In recent years, he has mainly worked on managing tourism impacts. Koens is the author of the UNWTO report on overtourism and editor of the books Slum Tourism: Poverty, Power and Ethics and Tourism and Geographies of Inequality: The New Global Slumming Phenomenon. In addition to this, he has also published in a variety of academic journals.

Emerging Scholars

Arianna Avalle

Arianna Avalle is a second year PhD student in Italian studies pursuing a portfolio in arts management and cultural entrepreneurship at the University of Texas at Austin, United States. She received her bachelor's of business administration in marketing with a minor in European studies from Texas Tech University, Lubbock, Texas, in May 2018. Arianna wrote her undergraduate honors thesis on the first novel of Elena Ferrante's Neapolitan Quartet, My Brilliant Friend, analyzing the literary, marketing, and legal aspects of the novel. Her research interests include travel literature, virtual tourism, literary and media induced tourism, and destination marketing.

Allegra Baumann

Allegra Celine Baumann holds a master's degree in sociology with a focus on urban sociology from Technische Universität (TU) Darmstadt, Germany. Currently, she is a PhD candidate and a research associate in the Research Training Group KRITIS (Critical Infrastructures) at the same institution. In her PhD research, she focuses on the impact of cruise tourism on technical urban infrastructure systems using as a case study the city of Dubrovnik, Croatia. In addition to her PhD, Allegra is working towards her bachelor's degree in environmental engineering, working as a lecturer at several universities, and is a freelance journalist for a culture magazine.

Jake Eubank

Dr. Jake Eubank is the undergraduate director and assistant professor in the Recreation Education and Therapy Program in the Department of Health Sciences at Lehman College in Bronx, New York. He received his doctorate of education from the University of North Carolina Wilmington and his master's of education from Bowling Green State University. Dr. Eubank has held various positions in the field of recreation such as assistant director of aquatics and fitness at the University of North Carolina Wilmington and assistant director of aquatics and safety at Indiana State University.

Tanya Kewalramani

Tanya Kewalramani completed her master's in heritage management from Ahmedabad University. Her master's dissertation was on measuring sustainable cultural tourism where she attempted to explore sustainable tourism as a catalyst to safeguard indigenous knowledge systems and practices by developing indicators from the grass-root to measure sustainability percentage. She completed her bachelor's degree in commerce with specialization in digital marketing and cultural economics. This mix gives her a holistic approach to understanding heritage tourism with a sensitive, sensible, and sustainable approach. Tanya has worked with various cultural tourism organisations to curate heritage tours and is currently working on the oral history documentation projects.

Justyna Liro

Justyna Liro, PhD, is an assistant for the Research Team on Geography of Religion at the Institute of Geography and Spatial Management, Jagiellonian University. Her research focus on tourism geography, geography of religion (particularly on contemporary religious tourism), changes in pilgrimage centres, and theories of visitors' motivations and behaviour in the context of the socio-cultural changes in the 20th-21st centuries. Her achievements include more than fifty publications, many speeches at international conferences, and six research projects. She pays special attention to the multi-faceted interactions between space-religious and tourist phenomena by utilizing statistical methods and spatial visualization. Justyna is a co-author of multiple articles and exhibitions on the history of geography. In 2016, she served as an expert at the Krakow City Hall during World Youth Day. In the 2012–2017, she was awarded a scholarship by the Jagiellonian University's Chancellor and her research institute. She has also had an internship at the University of Padua, Italy and at Charles University, Czech Republic.

Emerging Scholars

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 a visiting lecturer for Cass Business School and as an application advisor for the Careers Service. Carina has also previously taught on a variety of undergraduate social sciences modules. Her current research focuses on the emergence of luxury restaurants in England. Her broader interests include celebrity studies, culinary leisure and tourism practices, media analysis, human figurations, and social theory.

Ning Niu

Ning Niu is doing her PhD research project on culture and tourism at the University of Sydney, Australia. She has been researching and teaching the cross-cultural studies, tourism development and marketing, tourism translation and interpreting in the tertiary education for years, and she has published papers and book chapters both in Chinese and English in these research fields. From 2012 to 2013, she did her research as an academic visitor at Imperial College London, UK.

Virtual Presentations

Theme 1: Changing Dimensions of Contemporary Tourism

Behold, the Horror of Man: Dark Tourism in the Anthropocene

Pat Mahoney, Department of Sociology, Colorado State University, United States

The late-twentieth and early-twenty-first centuries have witnessed a rapid expansion of the global tourist industry. Annual travel is projected to reach 2 billion people by the year 2030, doubling world visitations since 2010 (UNWTO 2019). One of the fastest growing sectors of the global economy, travel and tourism accounts for $8 trillion (U.S. dollars) or 10% of global GDP (WTTC 2018). Simultaneous to this tourism growth are profound changes to the Earth's climate, proverbially denoted as global warming or climate change (IPCC 2018). Human-induced effects on the planet's geo-climate have become so pronounced that a new geological epoch has been posited to acknowledge this fact – the Anthropocene (Crutzen & Stoermer 2000; Crutzen 2002). This paper merges global tourism and anthropogenic climate change under the rubric of dark tourism. Dark or "thanatourism" signifies an emergent academic literature focused on tourism related to death, suffering, atrocity, or disaster (Foley and Lennon 1996; Lennon and Foley 2000). Heretofore, this relationship between travel and the desire to encounter death has focused primarily on human-to-human death-related historical events. This paper challenges the scope of dark tourism by expanding our understanding to include the consumption of human-driven environmental degradation. Using current and archival data from the UN World Tourist Organization, expeditionary brochures, and cruise-line web-marketing, the shifting patterns in tourist industry activity related with dark tourism – namely the opening-up of the Arctic and Antarctic regions – is demonstrated. In short, the arctic regions are open for business – just as they disappear.

Between Attraction and Reluctance: The Introduction of Camping in Republican China

Antonio Barrento, Faculty, Universidade de Lisboa, Portugal

Camping largely developed in Republican China as an activity embraced by the Scout movement, particularly from 1926, as the political appropriation of the movement rendered it mainstream and more far-reaching. It also emerged from outside the Scouting context. The YMCA, for instance, operated an experimental camp in 1933, ten camps in 1934, and an international camp in August 1935. Against this background, camping gradually emerged as an attractive activity. It also met with resistance. In a 1931 article of The Life Weekly, a traveller explained that summer camps thrived among young Europeans and Americans, and noticed how they had not yet become common in China. He gave a reason for that: the lack of a feel for the outdoors associated with a culture of heat avoidance. Open air exposure was another factor. In 1933, a journalist of the China Traveler exhorting readers to camp in the countryside in summer needed to dispel fears associated with greater exposure to the elements, while a writer in another travel magazine who depicted the advantages of camping life to his readers had to explain that the sun was not to be feared. The traditional associations of travel with discomfort, and the emphasis on hygiene of this period may have been other important factors for a reluctance to camp. This paper analyses these tensions surrounding the introduction of camping in China, while seeking to understand them particularly in the light of Western and Chinese travel cultures, and as manifestations of broader realities and cultural clashes.

Chain Tourism: The Role of Social Networks and Place Attachments in Disaster Recovery

Elyse Zavar, University of North Texas, United States
Brendan Lavy, University of Texas Rio Rande Valley, United States
Ronald Hagelman, Texas State University, United States

When disasters impact places with tourism-based economies, the community's recovery is tightly linked with the return of tourists, as well as with recreational and leisure amenities. In this paper, we examine the return of tourists, including their motivations regarding space and place, following Hurricane Harvey, a Category 4 storm that swept across coastal Texas in August 2017. Many of the communities affected by Harvey have economies largely based on family recreation that draws on the local environmental amenities, such as beaches, as well as cultural heritage sites. Interviews in Rockport-Fulton, Texas with tourism-oriented business owners, staff, and tourists during the 2018 Independence holiday provided qualitatively-robust accounts of the community's first major summer event following Harvey, and highlighted the importance of social networks and place attachment to bringing tourists to the recovering area. Identifying the concept of chain tourism, we examine the role of tourists in the recovery of impacted locations and consider strategies to draw on these social networks to increase the number of tourists visiting communities in recovery.

"Ferrante Fever" and the Quest for Authenticity: Fervent Readers Turn into Literary Tourists Looking for an "Authentic" Naples

Arianna Avalle, PhD Student, Italian Studies, University of Texas at Austin, United States

The "Ferrante Fever," the epidemiological term coined by the press to describe the contagious wave of enthusiasm for the Neapolitan Quartet by Elena Ferrante, has inspired many readers to travel to Naples, leading to the creation of fiction-induced tours and travel guides inspired by the novels. In my paper, I analyze the economic and cultural impact of the travel guide "Ferrante Fever: A Tour of Naples Inspired by Elena Ferrante's Neapolitan Novels" by Danielle Oteri in the context of cultural tourism. The guide represents a full immersion for Ferrante's fans in the world of the Neapolitan Novels, and it also serves as a promotion tool for the city of Naples and the Campania region. After reflecting on the fictionalization of Italy as a travel destination, and on the tourist's increased desire for authenticity, Ferrante's novels seem to exemplify the economic potential of cultural products derived from the use of their symbolic capital for tourism purposes (Lavarone). In fact, by portraying an alluring image of Naples that goes beyond its criminal and ecological problems, Ferrante has "positively positioned" the city in the mind of her readers, re-branding its touristic image and turning her fans into literary tourists. It appears, therefore, that transmedia products, like Oteri's guidebook, can benefit not only the producer with economic gains, and the customer/reader with a memorable experience, but they can also stimulate tourism growth and create new business opportunities and cultural experiences for third parties such as single individuals, public entities and the private sector.

On the Move - Mobilities and Materialities in Cruise Tourism Research

Allegra Celine Baumann, Research Assistant, Research Training Group KRITIS (Critical Infrastructures), TU Darmstadt, Germany

We live in a highly mobile world, in which the movement of people is part of everyday life. This becomes especially evident in the field of tourism as tourist numbers are increasing yearly worldwide. As a result, famous tourist destinations struggle with high tourist numbers and the issues connected to overtourism. Cruise tourism is often addressed in this context. By the temporal and spatial concentration of cruise tourists and ships, cruise tourism causes pressure on a destination and its technical net-worked infrastructure. This research examines the impact of cruise tourism on a destination's infrastructure systems using Dubrovnik, Croatia, as a case study. By focusing on social and infrastructural aspects, it contributes to a better understanding of the phenomenon of overtourism.

Uncanny Tourism in Sleepy Hollow, NY

Sarah Kennedy, PhD Candidate, Communication and Rhetoric, Rensselaer Polytechnic Institute, United States

This rhetorical analysis project examines manifestations of the uncanny at tourist sites and events in Sleepy Hollow, NY, a village building a year-round tourism industry themed around "The Legend of Sleepy Hollow." In Sleepy Hollow, Washington Irving's 1819 tale of Ichabod Crane and the Headless Horseman forms the basis for a Halloween season tourism industry. Placemakers from the village's government and local historical societies are in the midst of an eighteen-month bicentennial celebration around Irving's "The Legend of Sleepy Hollow" to encourage year-round tourism. These efforts continue to evolve throughout the COVID-19 pandemic. The bicentennial and associated infrastructure developments in and around the village mark an opportunity for the village's major institutions to reinforce but also re-situate the legacies of Irving and his "legend" for the current political and cultural climate and the needs of today's Sleepy Hollow community and visitors. Through a combination of rhetorical analysis, ethnographic fieldwork, and affect theory literature, this project develops the concept of uncanny tourism as a practical placemaking strategy. Affects experienced through the body hold rhetorical power, particularly in the themed spaces of tourism. This means that both embodiment and affect are vital considerations for those who design, manage, and study tourist spaces. In Sleepy Hollow, uncanny affect, which recurs in Irving's text and the area's tourist sites, functions rhetorically to further certain views of death, familiarity or homeliness, and the supernatural, as well as reinforces the town's authority to reproduce the uncanny.

Theme 2: Changing Dimensions of Contemporary Leisure

The Influence of Barriers and Motivations to Recreation and Physical Activity in Traditional and Non-traditional College Students on a Commuter Campus

Jacob Eubank, Undergraduate Director and Assistant Professor, Recreation Education and Therapy Program, Department of Health Sciences, Lehman College, New York, United States

Barriers to recreational activities continue to exist for many individuals, and they have a significant impact on emotional and physical health. At the college level specifically, students struggle with the change in lifestyle they experience. Traditional and non-traditional students experience this struggle in various ways. To assist in the transition, colleges offer opportunities for involvement beyond the classroom, such as participation in recreational and physical activities. A review of the literature indicated that various motivations and barriers to recreation and physical activity exist among college students by age, sex, and gender. However, the perceived motivating factors and barriers that influence the participation in activities vary based on the individual. Understanding the varying motivational factors of traditional and non-traditional college students can help college administrators and community practitioners implement practices that influence engagement in activities to address poor academic performance, stress, and barriers to socialization.

The Organisers of Outdoor Creative Recreation: Who Utilises Urban Recreational Space and Why?

Aleksandra Mroczek Żulicka, Assistant and PhD Candidate, Faculty of Geographical Sciences, University of Lodz, Poland

The concept of creative recreation is taking on a completely new meaning nowadays. In order to extend and deepen the understanding of creative recreation, psycho-pedagogical theories have been applied in the present research. Creative recreation is more broadly explored in an urban space. Urban space is also used as a place to perform workshops in which participants try to create space and experience, crossing the lines of conventional thinking about a spatial form or create urban space. Similar actions have inspired discussions on creative spaces. It then seems essential to spatially analyse the occurrence of creative recreation in an urban space. A city needs to be looked at in more detail, and more environmental concepts, which can make us closer to actual locations of creative actions, need to be found. The main question of the research is: who organises outdoor creative recreation in Łódź`s recreational space and why? In the first part of paper, the author introduces the analysis of distribution of the outdoor creative recreational space in Łódź in 2019, selected by the type of organisers. Secondly, the result of a qualitative outdoor study--casual interviews with organisers--i presented. In the conclusions, the author underlines the role of recreational space in the account of action taken by participants in the urban recreational space, the reconstruction of experience, and interpretation of the above mentioned actions among respondents, and the perception for the recreational space in Łódź.

Theme 3: Tourism and Leisure Industries

Legalized Marijuana and Marijuana Tourism in USA: Current Perceptions of Oregon Residents

Pavlina McGrady, Assistant Professor, Southern Oregon University, United States
Soo Kang, Professor, Food Science and Human Nutrition, Colorado State University, United States
Mark Siders, Professor, Southern Oregon University, United States
Curtis Bacon, Professor, Southern Oregon University, United States

As one of the segments in special interest tourism, marijuana tourism is growing at a fast pace, currently drawing thousands of people and millions of dollars to states, where the adult sale of marijuana is legal. In response to the recent development, this descriptive study examines resident perceptions, impacts, and support for marijuana tourism in the state of Oregon, USA. A quantitative survey was distributed to Oregon residents (n=729) living in seven different tourism regions of the state. Results indicate that residents perceived marijuana legalization and the related growing tourism positively. While possible negative impacts were acknowledged, the study respondents stated that they enjoy living in a state where marijuana is legal and perceive marijuana tourism to be beneficial at a personal and state level (e.g., an increase in tourism spending and employment opportunities). The majority of respondents said they would support marijuana legalization if it were on the ballot today, even though less than half identified themselves as recreational marijuana users. Since the marijuana sector will continue to be scrutinized by community stakeholders and policymakers, the findings of this study can be useful in developing appropriate strategies and policies and fostering sustainable tourism development of local communities.

Luxury London Hotels and Leisure Pursuits in World War Two

Carina Jane Mansey, PhD Student and Visiting Lecturer, City, University of London, United Kingdom

The grand hotels of London struggled to keep their doors open in World War Two. With many men drafted into the armed services, they had lost their core labour force and their primary customer base. Travel and tourism were curtailed, which meant that a large sum of regular revenue was lost. Their central location in the capital made them a target for air raids, which also cost them more than money. Import restrictions and rationing posed a threat to their restaurants' reputation as sites for luxury food consumption. However, exemplary customer service remained their priority, no matter the losses. This study explores the operations of London's luxury hotels in World War Two, placing a special focus on the leisure pursuits of the guests that they hosted. With locations such as the Berkeley, the Dorchester, Grosvenor House, and the Savoy offering extravagances from cabaret, to caviar and cocktails, there is evidence of profligacy in the face of austerity. Government intervention to curb the waste of resources, such as capping hotel diners at five shillings and limiting meals to three courses, is evaluated, as will the social power relations that are observable in the hotels.

Theme 4: Critical Issues in Tourism and Leisure Studies

A Focus on Pedagogical Renewal: Hospitality Graduates' Preparedness for Employment

Ngizimisele Ndlovu, Food and Beverage Instructor, Hospitality, CPUT, Western Cape, South Africa
Xena Michelle Cupido, Senior Lecturer and Acting Head of Department of Student Learning Unit, Fundani Centre for Higher Education Development, Cape Peninsula University of Technology, South Africa

Higher education is increasingly under pressure to prepare hospitality graduates for future employment to cater for the continuously growing sector of the tourism and hospitality industry. This growth calls for a need to renew the teaching and learning methods of equipping hospitality graduates with the skills and knowledge required for employment which hospitality graduates are currently lacking. Through the use of the Change Laboratory (CL) method, an expansive learning process engaged hospitality graduates to find collective interventions to improve the teaching and learning techniques with the aim of improving graduates' skills and knowledge for employment. This paper reports on the findings of the CL where in-depth interviews were held with hospitality management lecturers for the collection of mirror data. Using the CL expansive cycle, hospitality management graduates were exposed to four workshop sessions for discussions with the aim of coming up with a solution to the needed change on hospitality graduates' preparedness for employment. The findings reveal contradictions between hospitality lecturers and hospitality graduates' opinions on the hospitality graduates' preparedness for the field of work. The study also outlined lack of graduates' preparedness for employment due to teaching and learning challenges encountered during the graduates' study period. The study reveals a need for pedagogical renewal at tertiary level and a need for the hospitality management lecturers to have a relationship with the hospitality industry in order to be in line with the ever changing hospitality sector skills and knowledge needs.

Determinants of Mixed Waste Generation within the Accommodation Sector in Puerto de la Cruz, Tenerife: Pay-As-You-Throw Tariff

Eugenio Diaz Fariña, Applied Economics, University of La Laguna, Spain
Noemi Padron Fumero, Professor, Universidad de la Laguna, Spain
Juan José Díaz Hernández, Economic Analysis, University of La Laguna, Spain

One of the most unsustainable problems of tourism is waste generation. The accommodation sector is one of the main tourist contributors, reaching up to 40% of the total MSW in tourist destinations such as Puerto de la Cruz. Tourism waste generation requires significant financial efforts from local authorities, which are not always adequately reflected in their financial budget. Indeed, tourism firms do not fully contribute to the municipal waste service costs, resulting in cross subsidies within residents and tourism industry. Firstly, we analyze the determinant variables of mixed waste (MW) generation within accommodation sector of Puerto de la Cruz and, secondly, we propose a Pay-As-You-Throw (PAYT) fee for hotels' MW generation, thus introducing an incentive scheme for reducing the MW and increasing the recycling rate. For this purpose, we exploit a cross-section with variables that characterize 61 establishments, including variables describing the perception on firm's waste management policy and door-to-door daily waste collected within a two-month period. Results reveal that the number of beds together with the occupancy rates become the most relevant variable of MW generation. Counterintuitively, the presence of an environmental policy in the establishment causes an increase in the MW generated. Information provided to employees on how to perform a proper internal waste management seems to reduce the amount of MW. In addition, the better managers' perception of waste policy in the establishment, the lower the amount of waste generated. There is no statistical evidence that hotels generate more waste than apartments.

Ethical Eating: The Discourse/Practice Gap in Top Restaurants in Peru

María Elena Sánchez Zambrano, Economist, Pontifical Catholic University of Peru, Peru
Mario Pasco, Professor, Management Sciences, Pontifical Catholic University of Peru, Peru

There is an increasing concern about ethical problems in the restaurant industry, such as food contamination, animal cruelty, labor malpractices, and asymmetric relationships in the supply chain. The demands of increasingly informed customers, and the changes promoted by conscious restaurateurs have converged into the discourse and practice of ethical eating, which emphasizes the topics of healthy food, animal welfare, ethical labor policies, and fair trade. However, in many restaurants, this approach has become a rhetorical resource to appease their clients' demands instead of an actual transformation of their core business model. The current boom of the Peruvian gastronomy reflects such a discourse. The most prominent restaurateurs of the country have manifested their commitment to sustainable agriculture and to responsible relationships with their stakeholders. In spite of this, many practices in their restaurants seem to be at odds with this rhetoric. As these chefs and entrepreneurs have a prominent role in the configuration and progress of the Peruvian gastronomy, it is important to assess the consistency between discourse and practice in their restaurants. The purpose of this research is to determine the discourse/practice gap regarding ethical eating in leading restaurants in the country. The study focuses on the top forty-four restaurants, according to international and national rankings. The multi-method approach includes discourse analysis of restaurants' websites and chefs' statements, observational techniques in restaurants, and in-depth interviews with restaurateurs and key actors in the industry.

Investigating the Role of Visual Communication in Tourism Enhancement Plans: Evaluating the Influence of Smart Advertisement by Modern Graphics in Tourism

Parnaz Goodarzparvari

Geographical climatic attractions are one of the most effective factors in attracting tourists to countries, and their importance is not limited to job creation and income generation. By integrating planning and development, these attractions can create direct and indirect economic, social, cultural, and political interests, and make a significant contribution to national, regional, and international development. Advertising is one of the most effective ways to accomplish this goal, and one of the most important advertising tools is the role of graphic art. As one of the most widely used advertising strategies, visual communication can improve and enhance a country's tourism industry. It is an approach in which all countries are in close competition in order to reap the benefits. This study explores and analyzes the impact of advertising tools on attracting tourists, with a particular emphasis on the role of modern graphic arts, and emphasizes that these tools should be studied more carefully as one of the scientific, social, cultural, and communication disciplines, as well as be utilized. The results of this study also confirm the goals of its preparation for the effectiveness and development of the tourism industry through the use of advertising tools, and confirm a significant relationship between tourism industry success and the use of graphic elements.

Pele's Curse? Consequences of Taking Piece of the Rock Souvenirs

William Lenz, Professor Emeritus, English Department, Chatham University, Pennsylvania, United States

Travelers collect souvenirs to preserve their connection to a particular place. a particular time, and to a particular image of themselves. The tourism industry supplies countless souvenirs--location-marked T-shirts, shot glasses, and magnets--to commemorate visits to popular destinations. But some travelers seek a souvenir that appears more personal and authentic, what Beverly Gordon terms "piece of the rock" souvenirs (1986). These travelers might scoop up sand from the beach, pick up a stone on a trail, or collect a flower from a meadow. What can be the harm in taking a handful of sand, a simple rock, or one of Nature's beautiful blooms? A significant number of tourists who have collected natural souvenirs report that they feel they have been cursed, that upon returning home with their souvenirs they suffered severe misfortune. They believe the cause and effect is indisputable. This study examines the consequences of taking piece of the rock souvenirs such as lava stones from Kilauea Volcano in Hawaii by analyzing tourists' accounts posted to social media. What are the attitudes of tourists who take physical objects as souvenirs? Can taking pieces of places really trigger a supernatural curse? What ethical issues does a souvenir curse represent? What does belief in these curses suggest about contemporary cultural attitudes toward souvenir collecting, tourism, and the environment? What anxieties about the self and identity construction do the curses reveal? What does Pele's Curse tell us?

Virtual Presentations

A Typology of Delinquent Behavior on the Aircraft

Polyxeni Moira, Professor, Tourism Management, University of West Attica, Greece
Dimitrios Mylonopoulos, Professor, Department of Business Management, Piraeus University of Applied Sciences, Greece
Elli Terzoglou, Assistant Professor, Tourism Management, University of West Attica, Greece

Airplane delinquency is known to both professionals and passengers. However, the particularity of the airplane as an enclosed space where one cannot leave when and whenever he wishes, the intense phobias associated with this space and the competition between companies operating in the field often prevents the wide publicity of the delinquent incidents that take place inside the plane. This study records and classifies the incidents of delinquency occurring in the international arena by investigating similar incidents and studying relevant cases. The data are derived from interviews of people who have been working for years as flight attendants on airplanes managing similar incidents, as well as recording, classifying and studying incidents as reported by the international media. The results show the occurrence of all kinds of airplane delinquency, such as drunkenness, theft, drug abuse, obscene behavior, domestic violence, etc. occurring among all persons on board (passengers, crew members). Due to the lack of systematic aircraft surveys concerning the incidents of delinquent behavior and ways of managing them, in conjunction with the airline, the type of clientele, the seasonality, etc. it is suggested that targeted research should be carried out involving scientists from the fields of social, legal sciences, administration, psychology, etc. so that there is a complete image of the problem and ways of dealing with it.

Environmentally-friendly Policies and Practices as a Marketing Tool in the Tourism industry: The Case of Hotels' Websites in the Region of Attica, Greece

Georgia Zouni, Adjunct Lecturer, University of Piraeus, Greece
Eleni Didaskalou, Assistant Professor, University of Piraeus, Greece
Dimitrios Georgakellos, Professor, University of Piraeus, Greece

Tourism has a big footprint on the environment. Accommodation, as a basic part of tourism supply, has also many environmental impacts like greenhouse gas emissions, water consumption, discharge of untreated water, generation of waste, and degradation of land and ecosystems, etc. The environmentally-friendly policies and practices in hotels can contribute to minimizing negative environmental impacts of the tourism industry. The reporting of environmental policies and practices online via hotel companies' websites is increasing nowadays, as sustainable and responsible tourism, and niche travel have grown over the past several years. Thus, the communication of green practices can add value to hotels' reputations, and furthermore, can help hotel businesses to gain a competitive edge. This study aims to analyze the websites of hotel businesses in Athens and the Attica region in Greece. The goal is to provide a snapshot of where the hotel industry is in terms of online environmental reporting and communicating related environmental policies and practices. This study sets a benchmark for the communication of environmental policies by leading hotels, and offers a comprehensive view of environmental tools and practices employed among these hotels. Conclusions of the study can serve as a driving force for hospitality sector to implement an Environmental Management System as a response to the increased worldwide environmental awareness.

Sustainable Practices in Rural Tourism: A Case Study from Třeboňsko Region

Helena Kubickova, PhD Student, Department of Regional Economics and Administration, Masaryk University, Czech Republic

Under the constant pressure of sustainability in the past decade, several new types of tourism have arisen considered to be green and environmentally friendly. One of them is rural tourism. To keep sustainability, the supply of rural tourism should ideally optimize its services following sustainable regional development. Especially, when it runs a business close to or in a protected landscape area.T he goal of this paper is to analyze the arrangement of tourism services providers in terms of sustainable tools implemented in their entrepreneurship. Based on primary data collected in 2018 by the questionnaire survey, the paper unveils if do 214 sampled tourism service providers implement elementary sustainable tools in their business such as waste sorting and towel change policy while offering accommodation. The analyzed sample occupies the protected landscape area Třeboňsko located in the south part of the Czech Republic. Moreover, this region is as well protected as UNESCO biosphere reservation which makes the area more valuable and the level of protection more important. Talking about the results, the majority accept this practice as compulsory to their business thus can harm their competitive ability in case of absence. However, they inform their customers by leaflets about the topic and appeal to the customer's own decision. To sum up, the results show that basic tools for sustainability fulfilling are rather implemented by sampled tourism service providers. On the other hand, these practices are only the first step and many more tools should be presented.

The Impact of Destination Management Systems on Tourism Industry: A Strategic Approach

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The objective of this paper is to clarify the impact of Information and Communication Technologies (ICT) and specifically of Destination Management Systems (DMSs) and mobile technologies on the tourism sector. The diffusion and adoption of ICTs lead to the development of new, effective and efficient processes, affecting business performance. Mobile technologies modify existing working habits, enabling employees to work anytime and anywhere. They also affect the development of products and services, leading to improved quality and faster dissemination. The tourism sector faces a radical transformation by the adoption and implementation of new technologies and innovative business practices. The development of innovative tools, such as DMSs and mobile applications set new challenges in the tourism industry and create extra value to consumers and stakeholders. The adoption and use of these technologies do not only reinforce tourism companies' operations and processes, but also increase their performance and competitiveness. They also facilitate the dissemination of information, support tourism services and reservations, as well as make tourist attractions more accessible and visitors more informed and engaged. This research aims to clarify these issues, identifying the core factors affecting the hospitality sector, such as hotels. It shows that DMSs and mobile technologies are extremely important on destination management, as they offer value-added resources not only for suppliers, but also for customers and visitors. It also shows that these technologies may change the structure and the value chain of the tourism industry, leading to competitive advantage and improving performance, operational efficiency, and position in the industry.

The Influence of Experimental-based Learning on Hospitality Students' Career Choice: The Case of Shadowing Program

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The current in-progress study compares the impact of experimental-based learning on hospitality students' career choice. Although previous studies discovered the impact of some experimental based learning such as internship and role-play, no previous study considered how the shadowing program could deliver valuable knowledge for these students. Adopting David Kolb's Experiential Learning Model (ELM), a four-stage learning cycle of Concrete Experience Reflective Observation of the New Experience, Abstract Conceptualization, and Active Experimentation are examined to discover the degree of efficiency of shadowing programs. Kolb, D. A. (2014). Experiential learning: Experience as the source of learning and development.

Tour Guides' Educational System in Greece: Adjustment or Deregulation?

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Tour guides as a profession occupy an important place in the tourism industry. The tour guide's role is associated with a variety of different social roles, such as a guide and mediator, an intermediate, as well as a "cultural intercessor" and an "ambassador." For this reason, the tour guide profession requires a high level of qualification in order to guarantee the quality of the services provided, and to serve the public interest. Practicing the tour guide's profession requires special training. Until the year 2012, tour guides training in Greece was provided free after the completion of a 2.5 years attendance at the tour guide schools of the Greek Ministry of Tourism. The system was deregulated in 2012, when a new law interrupted the function of the tour guides schools, and enabled university graduates to follow fast-track training programs of 2.5 months to become licensed guides. This deregulation has been criticized toughly by older guides, tourism professionals, and trade unions. In 2017, the fast-track programs ended, and the Athens Tour Guides School reopened. The purpose of the present research is to investigate the views of the tour guides on the adequacy of their studies, based on the high-speed system of tourism education, and on the prevailing system of the Guides School, their opinion on the institutional framework of the profession, and the working conditions and problems they face.

Using the Model for Collaborative Evaluations as a Tool to Identify Key Factors of Dining Experiences that Promote Tourism

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The hospitality industry, food service in particular, requires the consistent practice and application of food safety guidelines, in addition to effective collaboration between various staff within the kitchen and dining areas. Along with health and safety standards, professionals in the field know that the operation and organization of the kitchen are at the core of a successful dinner experience that promotes tourism in the area. Collaborative evaluation offers many benefits, including stakeholder involvement and joint responsibility from collaboration members in the process (Rodríguez-Campos and Rincones-Gómez, 2013). In this paper, we present the Model for Collaborative Evaluation (MCE) as a tool for identifying solutions to key issues within small dinner service experiences. The MCE introduces a novel approach to evaluating the integrated systems within hospitality and food service. In response to the growing tourism industry, we present insights based on utilizing the MCE as a valuable tool in evaluating dinner services. We address factors such as the coordination between the Front of the House and the Back of the House. Every kitchen or Food and Beverage outlet has its own ticket firing system. Understanding how this works is one of the key factors in enhancing dinner services that promote tourism.

Visitor's Diversified Motivations and Experiences and the Pilgrimage Centers

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A new look at the phenomenon of religious tourism emphasizing its complex character and its wide influence was proposed in the early 1990s. Next, Collins-Kreiner (2010) drew attention to the blurring of boundaries between tourism-pilgrimage and tourist-pilgrim. The paper presents firstly: the visitors' motivations and experiences at the 12 largest pilgrimage centers in Poland. Here, the relation and correlation between these elements are emphasized for the first time. The most important motivations for visits were religious and tourist ones. They visited religious, cultural and tourist buildings and facilities. Nowadays, visitors' motivations and behavior at pilgrimage centers include those typical for pilgrims and tourists in the traditional meaning. Secondly, here, the similar changes (from dedifferentiation approach) in the spatial organization of pilgrimage centers in Europe are presented. Particular attention was paid to their development from the time of foundation to the present state in the organizational, spatial and functional aspects. The most intensive development has been taking place since the 1970s till today. Changes tend to differentiate objects (in terms of their number and function). Along with the changing travel conditions, the standard of visitor service is changing too, resulting in a more extensive and varied spatial organization. Increasingly, the religious function is extended by others, which may be used by visitors with diverse motives. The models are a summary of the paper: spatial organization and 4-stage model of its development. The changes in visitors' motivations and pilgrimage centers are part of the dedifferentiation approach in the post-modern research.

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Tourism & Leisure Studies Research Network

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

About the Research Network

Founded in 2016, the Tourism & Leisure Studies Research Network is brought together to explore the economic, cultural and organizational aspects of tourism and leisure.

Present

The annual Tourism & Leisure Studies Conference is built upon three key features: Internationalism, Interdisciplinarity, and Inclusiveness. Delegates include leaders in the field, as well as emerging scholars and practitioners, who travel to the conference from all corners of the globe and represent a broad range of 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.

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Themes & Tensions

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

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.

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The **CGScholar** platform is today being used by knowledge workers as diverse as: faculty in universities to deliver e-learning experiences; innovative schools wishing to challenge the ways learning and assessment have traditionally worked; and government and non-government organizations connecting local knowledge and experience to wider policy objectives and measurable outcomes. Each of these use cases illustrates the different knowledge communities that **CGScholar** serves, while also opening spaces for new and emerging voices in the world of scholarly communication.

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The Common Ground Media Lab is the research and technology arm of Common Ground Research Networks. Common Ground Research Networks has been researching knowledge ecologies and building scholarly communication technologies since 1984.

Since 2009 we have had the fortune of being based the University of Illinois Research Park while building our latest platform – **CGScholar**. This is a suite of apps based on the theoretical work of world-renowned scholars from the College of Education and Department of Computer Science at the University of Illinois Urbana-Champaign. **CGScholar** has been built with the support of funding from the US Department of Education, Illinois Ventures, and the Bill and Melinda Gates Foundation.

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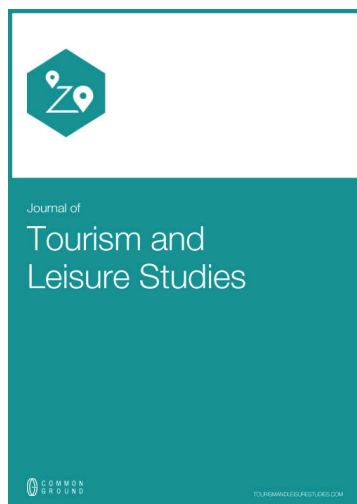
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About

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.

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

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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.

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Award Winners, Volume 4

Pavlína Látková, Associate Professor, Department of Recreation, Parks, and Tourism, San Francisco State University, San Francisco, USA

For the Article

Abstract

The study explored the push and pull travel motivations for visiting and revisiting Cuba before and after Obama administration efforts to ease travel restrictions to Cuba. Nine participants in a professional delegation to Cuba were interviewed via Skype prior to their trip to Cuba in 2013. In May 2015, follow-up semi-structured interviews were conducted with six of the nine 2013 trip participants to examine their motivations to revisit Cuba after Obama announced plan to normalize US-Cuba relations. Two independent researchers transcribed interviews verbatim, coded data, and identified emergent themes. Perception of Cuba as an intriguing place with a distinct culture, and a unique opportunity to gain own perspective were the key motivators for travel to Cuba in 2013. The follow-up interviews in 2015 revealed participants intended to revisit Cuba in the future and travel independently. Participants wanted to revisit the beautiful natural resource they had visited during their 2013 trip, but also independently explore new natural resources and "hang out" with Cubans, which they felt they were not allowed to do during their professional trip to Cuba in 2013. They expressed they had to revisit Cuba in a near future before the island becomes "Cancunized" due to the influx of American tourists once relations with Cuba were normalized.

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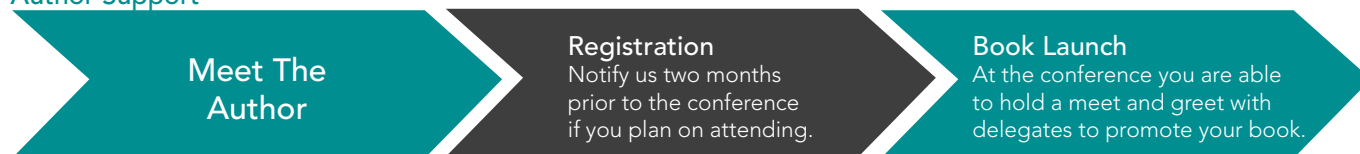
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