

2024

The 32nd Nordic Symposium on Tourism and Hospitality Research



NHS – Department of Leadership and Service Innovation wishes to express gratitude to the following for their time and effort in making the 32nd Nordic Symposium on Tourism and Hospitality Research a success:

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And a big thank you to all the students volunteering at the conference!

Welcome to the 32nd Nordic Symposium on Tourism and Hospitality Research

We are thrilled to welcome YOU, and 160 other symposium delegates, to Stavanger and to the annual event, Nordic Symposium on Tourism and Hospitality Research. Over the next few days, you will have the opportunity to engage and network with peers and explore the latest advancements in the field.

This report holds the nearly 120 abstracts that will be presented at the 32nd Nordic Symposium on Tourism and Hospitality Research, hosted by NHS – Department of Leadership and Service Innovation at University of Stavanger. We hope that the program and the networking will be both inspiring and enriching. From keynote speeches by researchers and innovators to paper sessions, workshops and a panel discussion, there should be something for everyone to dive into and gain valuable insights.

Hosting the symposium is an honor and a responsibility, shared between academic institutions in the Nordic countries. The last time the conference was hosted by the Stavanger team was 21 years ago, back in 2003. This was my first Nordic Symposium, and one of my tasks was to print the Book of abstracts on CDs and distribute to delegates after the conference. Quite a lot has happened since then, and one of the foreign PhD students I met then, is now a good colleague. It is great to still meet some of the familiar faces from back then, and at the same time see that the Nordic community, NORTHORS, is growing outside the Nordic region and with new generations of researchers.

We encourage you to make the most of this conference experience—ask questions, share your perspectives, and connect with fellow participants. Together, we can drive forward our collective mission and spark new ideas that will shape the future.

Thank you for joining us. Let's make this conference an unforgettable experience!

Warm regards from Sunny Stavanger, September 2024

On behalf of the conference organizing team,

Trude Furunes

Trude Furunes

Head of Department

Keynote 1, Wednesday 18th September: Maria Lexhagen

Snapshot stories of high-tech high touch

Information as the lifeblood of tourism is a key idea that has remained an established truth for many enquiries into aspects of humans and technology in tourism for a very long time now. As technological development continues to push boundaries, this keynote presents snapshots of research areas and tourism and technology phenomena aiming to open discussions on challenges and opportunities for tourists and destinations that lie ahead. The fundamental question that imbues the presentation is, if the future was known, what would we do and what would happen?



About Maria Lexhagen

Maria Lexhagen is Professor in tourism studies at ETOUR, Mid Sweden University. Her research background is marketing and consumer behaviour in tourism with a special interest in digitalization related topics. Her research cuts across consumer behaviour and destination management with particular focus on topics related to value creation, destination brand equity, destination development, business intelligence, social media and tourism experiences, popular culture tourism, as well as destination and visitor related issues in light of a sustainability agenda in tourism. She is on the journal board of Scandinavian Journal of Hospitality & Tourism and the editorial board of Journal of Travel Research. Marias most recent co-edited book is *Touristic World-making and Fan Pilgrimage in Popular Culture Destinations*.

Keynote 2, Thursday 19th September: Carina Antonia Hallin

Smarter Together: A Search for Answers to How Humans and Machines are Likely to Shape the Future of Tourism and Hospitality in the Fifth Industrial Revolution

Throughout history, the word "revolution" has been used to describe moments of dramatic change. These revolutions are often driven by new technologies and fresh ideas that challenge the existing order. As a result, economic systems and social structures undergo a profound transformation.

The Fourth Industrial Revolution was about integrating ever-increasing technological advancements into all aspects of our lives from factories and shops to government offices. It began around the beginning of this century (Schwab, 2016). The goal was to utilize every available tech tool to its maximum potential. This approach continues today with the ongoing implementation of robotics and artificial intelligence.

The Fifth Industrial Revolution is believed to have begun around the year 2019 (The European Commission, 2021). Industry 5.0 is a concept that complements and extends the perspectives of people, society, and the environment and is strongly influenced by the priority themes of the European growth strategy. The Fifth Industrial Revolution focuses on an increasing collaboration between human and machine intelligence to create a new kind of intelligence – a hybrid intelligence. Instead of robots taking over our jobs, the Fifth Industrial Revolution is all about close collaboration, in which humans and machines work side-by-side to get things done faster and better, improving the well-being of everyone involved with strong attention to ethical issues. The emergent question is: How can we make everything from businesses to neighborhoods to entire countries smarter? In this keynote presentation, Dr. Carina Antonia Hallin delves into the search for answers to figuring out how humans and technology can be considered to work together seamlessly for the greater good, and how such collaborations are likely to apply to the tourism and hospitality sector.



About Carina Antonia Hallin

Dr. Carina Antonia Hallin is the Founder and Research Coordinator of the Collective Intelligence Research Group at the IT University of Copenhagen (ITU), and an Adjunct Associate Professor of Collective- and Hybrid Intelligence at the University of Stavanger, Norway.

Hallin is the Founder and CEO of Hybrid Intelligence World, an on-demand platform for science, education, and tech integration, and earlier she co-founded the research spinout and tech company Mindpool, which was recently acquired by the world's leading innovation platform, Wazoku, headquartered in London.

She is the co-founder of the Academy of Management's Community on Knowledge Integration, Synthesis, and Engineering and was a research affiliate at the MIT Center for Collective Intelligence (CCI), Massachusetts (2020-2022).

Hallin has published within the disciplines of collective intelligence, artificial intelligence, computer science, decision science, strategy, and management. She has a strong research interest in the validation of new decision- and information-support systems for organizations and governments.

Hallin is the co-editor of The Routledge Handbook of Collective Intelligence for Democracy and Governance, published in 2023. The Handbook has been downloaded more than 100,000 times since its publication in June 2023 and has more than 60 contributors, including scholars from other prestigious universities across the world, who explore the concepts, methodologies, technologies, and implications of collective intelligence for democratic governance.

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1 Advancements in Event & Festival Research:

Green Together: How Identity and Efficacy Drive Agency at Future Events.

Louise Eriksson, John Armbrecht and Erik Lundberg.

"We have an interest in understanding preconditions for acting pro-environmentally during leisure. For this reason, we study individual agency in an event context where also collective processes may play a role. More specifically, the present study draws on research related to personal and a collective identity and efficacy to understand how self-efficacy for future events develops.

People want to act in accordance with their identity. At a personal level, environmental self-identity has been found to be predictive of different pro-environmental behaviors. In an event context, a positive identification with the group (collective identification) and a collective environmental identity may however also play a role. Moreover, efficacy beliefs i.e., beliefs in own capabilities to attain a particular goal (self-efficacy) and beliefs in the groups' capabilities (collective efficacy) are further important for acting pro-environmentally. In this study, we examine a model where identification processes drive efficacy at the event to learn more about the underpinnings of self-efficacy in future events.

We conducted a study among participants at O-Ringen, a large orienteering event, in Åre Sweden 2023 (N = 296). The aim was to examine how personal and collective mechanisms related to identity and efficacy before and after the event influence participants self-efficacy beliefs for the future.

Confirmatory factor analysis (CFA) is employed to evaluate and confirm the validity and reliability of constructs. Structural Equation Modeling (SEM) is applied to assess the proposed relationships among the constructs.

The results support the dynamic interplay between collective identity and collective efficacy in shaping future self-efficacy. Furthermore, the relationship between environmental self-identity and self-efficacy in shaping self-efficacy for the future is underscored. Both self- and collective processes are determining self-efficacy for in the future, ($R^2 = 76\%$). The study offers insights into the mechanisms and underlying opportunities for behavior change in an event context."

Volunteering at Norwegian Cultural Events: motives and effects.

Thale Charlotte Tveita.

"Voluntary work has traditionally been widespread in Norway and Scandinavia, particularly within the cultural sector (Selle et al., 2019; Wollebæk et al., 2000). Here the volunteers play a crucial role in the implementation of many cultural events (Lorentzen & Dugstad, 2011). Despite this tradition, volunteerism faces challenges in both recruitment and a decrease in volunteer engagement, especially following the pandemic-induced lockdown (Fladmoe et al., 2018; Sirris, 2023).

Previous research has identified various motives for participating as a volunteer, but little research has been done on cultural events and festivals specifically. Several of these motives for volunteering are inspired by the Volunteer Functions Inventory (VFI) (Clary & Snyder, 1999).

This study aims to contribute to identifying common motives for volunteers across different cultural events. Secondly, the study aims to examine what effects this may have in terms of belonging and loyalty.

The data collection took place in the summer of 2023 through a survey conducted at five festivals (n=618): two music festivals, two spel/theater festivals and one literature festival. The questionnaire was developed based on VFI, supplemented by the motives having fun and personal benefits identified by Pedersen et al. (2019) and a new motive "event content" based on pretest feedback.

Data was analyzed using multivariate regression analyses in SPSS version 28.0.1.1(14).

This research identified an important motive as "event content which was not included in earlier research (Clary & Snyder, 1999; Pedersen et al., 2019). This has a significant effect on both the volunteers' sense of belonging and loyalty. Meaning that cultural events also should actively try to satisfy their volunteers with relevant event themes and program content. Other motives that were found to significantly correlate with both belongingness and loyalty are personal benefits and values.

Clary, E. G., & Snyder, M. (1999). The motivations to volunteer: Theoretical and practical considerations. *Current directions in psychological science*, 8(5), 156-159.

Fladmoe, A., Sivesind, K. H., & Arnesen, D. (2018). Oppdaterte tall om frivillig innsats i Norge, 1998–2017. Rapport fra Senter for forskning på sivilsamfunn og frivillig sektor.

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Selle, P., Strømsnes, K., Svedberg, L., Ibsen, B., & Henriksen, L. S. (2019). The Scandinavian organizational landscape: Extensive and different. Civic engagement in Scandinavia: Volunteering, informal help and giving in Denmark, Norway and Sweden, 33-66.

Sirris, S. (2023). *Frivillighet og ledelse av frivillige* (1 ed.). Cappelen DAMM AS.

Wollebæk, D., Lorentzen, H., & S"

The Dogsledding Event Team – Nature, Dogs & Human`s.

Kari Jæger.

"Problem statement

What are the three different roles that Nature, Dogs and Humans have in an outdoor winter event, Finnmarksløpet, the longest dogsledding event in Europe with its 1200 km?

The aim of the study is to better understand how the event Finnmarksløpet has been influencing, and are being influenced related to the participants, their role in the local societies, local culture and within the use of rural nature landscapes.

The relevance of research on sports events is pointed out by Herbold, Thees & Philipp (2020), describing the local community as a source of an authentic experience, for the sport tourists, with the importance of local engagement, in sustainable and long-term local development.

The research is in a startup phase, and aim to bring new knowledge through field conversations, observations, interviews, individual and group dialogs with the Dogsledding Event Team."

2 Advancing biodiversity-respectful tourism – innovations, technology, human engagement and best practices:

Who is really rewilding who? - Strategical and practical efforts in curating outdoor experiences for a new Age of Resilience.

Palle Nørgaard and Magnus Hultberg.

"Through qualitative research involving various stakeholders in nature-based leisure and tourism in Denmark our project aims to carry out an axiological mapping of the value(s) of

nature (Rolston III 2003) and how they are activated in nature-based commercial experiences.

This then forms the basis for contesting the implicit roles of Nature and the practical consequences that follow from these. That is, we argue, such definitions and valuations have very real consequences in relation to e.g. claims of the intention for sustainable developments, nature-conservation projects, and for the perceived value propositions of Nature-based experience in destination development plans, as well as in nature-based accommodation, events and product development.

Revolving around a new sense of stewardship we therefore propose the development of new place-narratives and experience designs. This aims for a repositioning of human agency (Mikaels and Asfeldt 2017) in Nature towards a (trans)formative experience design and as such the project is advocating for a decentering of the human towards a more-than-human approach to an outdoor economy? (Humberstone and Prince 2020).

It is our assumption that a tentative scalability, in such design principles and stewardship-engagements in, new and urgent place narratives, embodied learning, outdoor skill development and play such as e.g. "bioblitz aesthetics" and scenario-dilemmas, advocates for a framework of biophilia consciousness, thereby adapting strategic structure to an idea of bioregional governance.

Selected Literature:

Humberstone, Barbara and Heather Prince [2020]: *Research Methods in Outdoor Studies*. Routledge.

Mikaels, Jonas and Morten Asfeldt (2017). "Becoming-crocus, becoming-river, becoming-bear: A relational materialist exploration of place(s) in *Journal of Outdoor and Environmental Education*. Outdoor Council of Australia.

Rifkin, Jeremy [2022]. *The Age of Resilience ? Reimagining Existence on a Rewilding Earth*. Swft Press.

Rolston III, Holmes [2003]. *Value in Nature and the Nature of Value in Light*, Andrew & Rolston III, Holmes (eds.) [2003]: *Environmental Ethics*. Wiley Blackwell"

Fostering stakeholder engagement in cocreating biodiversity-respectful tourism.

Hong Li.

"Traditional tourism's prioritization on economic gains over environmental conservation and community well-being often results in detrimental impacts on biodiversity, threatening delicate ecosystems and local communities, ultimately leading to unsustainable practices. Tackling this challenge demands a paradigm shift towards biodiversity-respectful tourism, involving diverse stakeholder engagement.

The case study was conducted as part of an EU Horizon 2020 project, which aimed to establish collaborative mechanisms promoting sustainable tourism practices while conserving biodiversity and supporting local communities. Situated in the northernmost municipality of Finland, Utsjoki, characterized by its predominantly rural and nature-based setting, features a significant role played by the Indigenous Sámi community in shaping development priorities. In the Sámi way of life, nature and culture are deeply intertwined, with nature-based livelihoods and the utilization of local land and water forming integral parts of the local culture. The municipality sought new solutions for year-round sustainable tourism to replace its previously reliance on highly seasonal wild salmon fishing tourism.

Existing literature underscores the potential of art-based methods (ABMs) in amplifying the voices of certain marginalized and vulnerable groups. In contrast to traditional research methods, the participatory and versatile aspects of ABMs present opportunities for fostering collaboration, cultivating shared understanding, and nurturing empathy amongst individuals. The methodological layering of was employed as a bottom-up approach to foster stakeholder engagement in the co-creation of biodiversity-respectful tourism initiatives in Utsjoki.

The findings reveal that the methodological layering of ABMs served as an instrument to foster stakeholder engagement in Utsjoki, facilitating a shared understanding of sustainable tourism development in the region. This collaborative approach enabled the co-creation of experiences that advance biodiversity-respectful tourism, support local livelihoods, and enhance visitor satisfaction. The study contributes to the expanding discourse on sustainable tourism development, offering actionable insights for policymakers, practitioners, and stakeholders aiming to harmonize tourism with biodiversity conservation efforts."

Flying amid the Ecological Crisis: Consumers' Perceptions on Policies Restricting Air Travel.

Juulia Räikkönen, Esko Sorakunnas and Miia Grénman.

"Human activities profoundly influence the current state of Earth's systems (Dasgupta, 2021) and the ongoing ecological crisis driven by climate change and an alarming decline

in biodiversity (Díaz et al., 2019; IPBES, 2019). International tourism, particularly air travel, contributes to this crisis alongside other human activities (Lapp et al., 2022; Lenzen et al., 2018). This paper investigates consumer attitudes towards possible restrictions on leisure air travel and the potential benefits and challenges of implementing such restrictions. The study analyses the effectiveness, acceptability, fairness, and intrusiveness of different policy measures aimed at reducing CO₂ emissions and mitigating biodiversity loss. The data consists of a consumer survey conducted in Finland in two stages: a pilot survey (n=200) and the actual survey (n=2000) collected in the spring of 2024.

The preliminary results of the pilot survey revealed a spectrum of consumer attitudes ranging from intense resistance to top-down interference in consumption habits to those supporting stringent policies to preserve biodiversity and combat climate change. Interestingly, a significant proportion of respondents supported policies limiting CO₂ emissions with restrictions on flying. These individuals prioritized biodiversity conservation and expressed concern about biodiversity loss and climate change impacts.

The results highlight the importance of governmental intervention in guiding consumer behaviour amid the ecological crisis and emphasize the need for proactive policies. Top-down restrictions on air travel could lead to a shift in tourist behaviour and encourage the use of alternative modes of travel (e.g., rail and sea), thereby reducing CO₂ emissions. However, the eventual implementation of such limitations would entail significant economic challenges related to international tourist logistics, accessibility to remote destinations, and the affordability of tourism consumption in general. All these challenges reflect tourism's dependence on air transportation and the industry's structural resistance to change. Nevertheless, this study offers much-needed information about consumers' perceptions of policies that would radically alter air travel, contributing to the ongoing discourse on the sustainability of future tourism.

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Diverse dimensions of the tourism-biodiversity relationship.

Esko Sorakunnas and Juulia Räikkönen.

"Tourism's relationship to biodiversity – the richness of life on Earth – has gained increasing interest due to the accelerating pace of human-induced global biodiversity decline (IPBES, 2019). The relationship has traditionally been characterized as dependence, benefit and harm (UNWTO, 2010). Because tourism can simultaneously have both positive and negative consequences on biodiversity, the relationship is multifaceted, complicated and contradictory.

Academic discussion and research have thus far emphasized tourism's positive contributions to biodiversity. These mainly economic benefits and minor conservation actions are visible, measurable, and useful in justifying further tourism development. Critical voices are, however, becoming louder with the continuing decline of biodiversity (e.g., Hall 2016). A thorough understanding of this complex relationship requires a broader, multidisciplinary approach that comprises also natural sciences – in particular biology and ecology. Moreover, tourism's different drivers of biodiversity loss require a holistic scrutiny considering the entire tourism life cycle instead of focusing narrowly only on the destination.

We investigated the tourism-biodiversity relationship in tourism and non-tourism literature from the early 1990s to the present day. This literature review utilized the well-established IPBES framework (2019) that complements the conventional dependence-benefit-harm analysis with a more detailed examination of the role of ecosystem services, direct drivers of biodiversity loss, and positive management interventions to mitigate adverse impacts. This scrutiny emphasizes the relevance of scale and scope, broader valuation of biodiversity as well as mitigation efforts in pursuing greater biodiversity-respectfulness. The industry-independent IPBES approach offers a novel perspective to the tourism-biodiversity relationship and facilitates its broader and deeper examination. This research contributes to the growing discussion of tourism's impacts on biodiversity and seeks solutions to decrease them. Ultimately, biodiversity-respectfulness is, alongside climate actions, a key to a more sustainable future of tourism."

3 AI and the Future of Hospitality Jobs:

The Future of AI in Talent Management: Scenario Planning for the Hospitality Industry.

Georges El Hajal and Ian Yeoman.

This study explores the potential transformative impact of AI integration on talent management in the hospitality industry. Using the scenario planning method and Dator's Alternative Futures Framework, scenarios for 2035 were constructed: AI-driven utopia, AI overreach, AI-human harmony, and slow AI adoption, epistemologically aligning the process with exploring the uncertain future of AI. The scenarios were evaluated and tested in two scenario planning workshops and thirty individual scenario planning sessions with experts from the international hospitality industry, researchers, academics, and students

to assess probability, preferences, desirability, opportunities, and challenges and then to develop actionable strategies to move toward desired outcomes and avoid perceived risks. The thematic analysis of the data underscored the importance of a balanced integration that enhances rather than replaces human roles. Experts underscore the importance of ethical considerations, the humancentric essence of hospitality, the positive impact of AI integration on employee and employer satisfaction, and the need for ongoing education and skill development in response to AI advancements. This study develops a conceptual framework to guide AI integration in hospitality talent management, contributing to the theoretical and practical understanding of AI's role in talent management.

Human-Digital Interactions in Restaurants: Balancing Technology and Service.

Kai Victor Myrnes-Hansen.

"Various authors have explored the service encounter (Gustafsson et al., 2007; Hansen et al., 2005; Walter, 2008), involving interactions among hosts, guests, and others (Gustafsson et al., 2007; Hansen et al., 2005). Digital advancements allow online reservations, menu viewing, and takeaway options, altering dining dynamics.

This article examines human-digital interactions in restaurants, emphasizing customer centrality (Grönroos, 2008). Understanding this interaction involves assessing technology's role, from digital menus to service automation (Lovelock, 1983). Restaurants exemplify service environments (Barrett et al., 2015; Walter et al., 2010), where digital integration varies (Hansen, 2014; Parasuraman et al., 1988). Balancing digital and human interactions is key, as even traditional restaurants adopt digital systems.

Qualitative interviews were conducted with employees and guests at two Stavanger restaurants in Norway. An exploratory approach was chosen due to limited research in Norway on digital device usage in restaurants. In-depth interviews were conducted in various locations, including digital platforms like Zoom and Teams. Six employee and eight guest interviews, spanning ages 19-70, were recorded, transcribed, and organized using NVivo 12.0. The project received approval from the Norwegian Centre for Research Data (NSD/SIKT) (No: 785339).

Qualitative findings were categorized based on interview data as described in the methodology. The six main A-level categories stem from 21 B-level sub-categories, interpreting experiences of both employees and customers regarding digital aids and human interactions in restaurants. These categories include the digital, environmental measures, human considerations, customer aspects, changes, and learning.

The report highlights key points regarding the importance of humans in future dining experiences. Restaurants utilize digital tools for communication with staff and guests,

accelerated by the pandemic. Employees embrace new technology for improved efficiency, though human interaction remains vital for guest satisfaction. Enhanced digitalization should complement, not replace, human contact for optimal dining experiences."

The Effect of Leadership Display of Curiosity on Employee Creative Performance.

Terje Slåtten and Barbara Rebecca Mutonyi.

"Aim— Based on social learning theory, this paper examines the relationships between leadership display of curiosity, employee creative performance, and two psychological conditions mediating this relationship. The two psychological conditions were represented by (i) psychological capital and (ii) psychological safety.

Design/methodology/approach—A sample of 181 employees from different hospitality organizations participated. The study's conceptual model was analyzed through structural equation modeling partial least squares with SmartPLS 3 software. Mediation by Bootstrap was used to analyze the indirect relationships.

Findings—Leadership displays of curiosity were directly related to employees' creative performance. Employees' psychological capital mediated the relationship between leadership and creative performance. Psychological safety was affected by the leadership's display of curiosity but did not mediate the relationship between the leadership's display of curiosity and creative performance. Leadership displays of curiosity, psychological capital, and psychological safety explain almost 50 percent (48,2 %) of employees' creative performance variance.

Research limitations/implications—Overall, findings reveal that leadership displays of curiosity have a substantial impact on both employees' creative performance and psychological capital, as well as the psychological safety climate in the organization. Accordingly, an essential implication of the study is to develop the level of curiosity among leaders and consider it a resource that organizations can capitalize on.

Originality/value—The study contributes to a relatively new research domain, focusing on and revealing the role of leadership display of curiosity within hospitality organizations."

4 City tourism development in a rapidly changing world - the roles of Humans and Technology:

Human centered technology as citizen -visitor enabler.

Truls Engström and Anne sofie Engelschiøn.

"Problem Statement:

This research addressed the insufficient digital platforms facilitating meaningful interactions within communities, particularly between municipalities and residents, and among the residents and visitors/ tourists.

Aim:

The initiative aimed to develop a digital "contact card" to ease communication and enhance community engagement through a scalable, user-centric digital solution adaptable to various municipalities.

Theory:

The project was grounded in Human Experience (HX) and User Experience (UX) principles, focusing on designing functionalities that align with daily user needs and promote community engagement through digital means.

Method:

The methodology involved explorative interviews, user needs assessments, and prototype testing. Initial interviews utilized structured questionnaires to collect user input on their engagement needs. This data informed the development of mock-up screens, which were iteratively tested with users to refine functionalities and ensure alignment with user expectations.

Results:

Feedback indicated a shift in user interest from municipal communication to a platform facilitating user-managed, inter-resident communication. Prototypes were well-received, highlighting a demand for tools that support community building and personal interaction within urban areas.

Conclusions:

The project demonstrated that a well-designed digital platform could significantly enhance community engagement, empowering residents to actively participate in activities with visitors. results further suggest that such digital tools have substantial potential to improve urban life quality. The scalability of the solution offers opportunities for broader application, serving as a model for other municipalities looking to foster community interaction through technology."

The meeting industry in post-covid times? Attendee practices in motion.

Jörgen Eksell, Malin Andersson, Maria Månsson and Marlene Wiggill.

"The consequences of the COVID-19 pandemic on the meetings industry have been studied to a lesser extent than in other parts of the tourism sector. The aim of this paper is to explore how an extraordinary event—the COVID-19 pandemic—has shaped both service logic and attendee practices in the meetings industry. The data consists of interviews with 53 industry leaders, 53 meeting participants and 12 meetings service staff, 320 images of marketing material from 12 Swedish and 20 international convention bureaus, and observations of service work at meeting venues.

This research largely builds on practice theory, which assumes that a practice has a close relationship and interconnection with its context; organizations are produced and reproduced through humans' everyday practices. The results show that meeting attendees' practices are formed by three service logics: logic of place experiences, a logic of digitalisation, and a logic of ethical consumption.

The first service logic concerns the location of the meeting venue as a resource for meeting attendees' experiences. Attendees' practices build on the characteristics and resources of the place, such as meeting in spectacular environments, or engaging in team-building activities.

The second logic concerns digitalization, which shapes practices related to physical, hybrid, and digital meeting formats. These practices concern managing meeting infrastructure and computer resources, or handling communications platforms concerning access, integrity, que system and displaying visual reactions. These practices have increased as a result of the pandemic.

The third logic concerns ethical consumption, which shapes practices regarding sustainable meetings, such as eating organic food or drinking tap water.

The findings show that attendees' practices have changed as a result of the pandemic. The practices are connected to several service logics. Digital practices play a more prominent role. The results call for more research on how meeting attendees prioritize between meeting practices."

Transforming the Meetings and Events Industry in Cities: Digital Disruption and Strategic Adaptation.

Göran Andersson, Solmaz Filiz Karabag, Thomas Magnusson and Karin Wigger.

"The meetings and events industry, traditionally reliant on physical spaces, faced significant disruptions due to the coronavirus pandemic. This led to the rapid development of alternative digital meeting formats. The industry must now innovate and adopt new business models to enhance resilience and ensure long-term sustainability. Furthermore, there are reasons for strong cooperation between city destinations and event companies. While the impact on city destinations and national tourism has been well-documented, there is limited discussion on the future evolution of this sector (Evenemang i siffror, 2023).

This study explores how future meetings and events will be transformed by these developments, addressing key aspects such as the likely shifts from physical to digital platforms, future business models, and necessary assets and capabilities for adaptation.

The current study employed mixed methods to explore the answers to these questions. Data was collected through interviews with project managers of 12 large-sized events, surveys from 200 visitors and exhibitors at 3 fairs, and direct observation during 12 events in the Stockholm region between 2022 and 2024. Interview data were analyzed using interpretive approaches, and quantitative data were analyzed with statistical techniques such as ANOVA.

The preliminary findings highlight the driving forces behind physical and digital meetings and events. Our analysis determines which events and meetings are likely to migrate to digital platforms and which will maintain their physical presence. The findings suggest that physical meetings and fairs need to enhance their creativity to attract visitors, while digital meetings and events should develop new strategies to provide networking and human interaction experiences. These insights will offer opportunities to develop policies that sustain the capabilities of physical meetings and events, support the innovation of new business models for digital meetings, and explore alternative approaches for the hybrid versions."

Place Development – Dispersing tourist in place and time.

Dennis Zalamans and Gustaf Onn.

"Place Development – Dispersing tourist in place and time. The case of Gustavsberg in Sweden.

Gustavsberg is the main urban area and the centre of Värmdö Municipality not far away from Stockholm City. Or rather, Värmdö is one of 26 municipalities in the Stockholm Region and well known for its archipelago with many islands. Until today Gustavsberg & Värmdö could be considered a summer-destination with many second-home owners and boat-people fleeing the city during the summer and "taking over" the area, even if the urban area is functioning year around as a dwellings for suburban commuters to Stockholm. The concentration of people peaks around 5-6 weeks during the summer – the rest of the year it is 'more or less empty' of visitors.

Historically Gustavsberg is mainly known for its porcelain production, and this is the connection many Swedes and other Europeans have to the name or the brand. Actually, the production plant is still running although in a quite small extent. Many old buildings at and around the plant are fairly well preserved, located by the sea, just outside but not far away from the new centre.

Within the frame of the project 'Besökskraft Stockholm' Gustavsberg was chosen to be a pilot-study of new thinking about spreading out the tourism industry outside Stockholm City around the year. After a short inventory and summary of the tourism today in the area, an invitation was sent out to all kinds of actors directly or in-directly involved in the tourism and visitation industry. The participants in the project took part in a number of inspiration lectures and carried out a number of workshops with mixed groups before they all presented some ideas about the future.

This study will explore this unique project from a number of perspectives such as identity, collaboration and heritage within the framework of destination development and more specifically place development."

City tourism development - Institutional governance and development areas.

Göran Andersson.

"Destinations and their visitors are crucial to study in city tourism. Identifying destination characteristics related to visitor segments can help to facilitate city strategic planning in order to boost competitiveness (Valls et al., 2013). A discussion how to organise tourism has been conducted for several years in Stockholm. My reserach purpose is to develop a new type of destination governance based on important development areas, using both a human and technology perspective.

The destination development project "Besökskraft" is led by Region Stockholm and its first project phase ended in 2023. I am a follow-up researcher using a case study method with a regional perspective. The plan for me is to follow "Besökskraft" until 2027.

In the second project phase several development areas have been chosen to study. One area is to study future events and meetings. In addition, there is a discussion in the events and meetings industry after the Corona pandemic if the meetings should be based on digital, human or hybrid product solutions. Companies in the meetings industry seem to choose a main survival strategy.

In Stockholm centre there are eight regional cities. This is a foundation for empowered communities which is discussed in the long-term regional plan RUF5 2050. It is important to find typical functions for these regional cities and how to use digital marketing in some situations.

Overall governance principles have been analysed in this development project.. Bellini & Pasquinelli (2017) propose that cities are developed by specific actor groups.. The destination project uses the quadruple-helix method with collaboration between four actor groups. The destination and its network is complex. Therefore, DMOs are an important organisational unit (Spyriadis, Fletcher & Fyall, 2013). Besides the Smart City Concept could give new ideas in the development project in later phases, such as mobility (Smart City Sweden, 2022)."

Swedish Fika: Digital Destination Branding through Intangible Cultural Heritage.

Mia Larson.

"This paper explores the role of Swedish fika in gastronomy tourism and destination branding. Fika, a deeply rooted socio-cultural practice in Sweden, presents unique opportunities for destination marketing by incorporating its intangible cultural heritage (ICH) elements. ICH represents immaterial values, expressions, and practices linked to traditions and legacy, crucial for creating meaning in tangible assets. This study examines how fika, the Swedish tradition of socialised breaks including coffee/tea and possibly pastries, with its rich cultural and symbolic value, is leveraged in digital marketing to strengthen destination branding efforts. The research focuses on how tourism organisations and companies utilise fika in their digital communication and how it is addressed in social media.

Previous literature highlights the superficial representation of culture in destination branding, often focusing on tangible elements like landmarks. However, fika's intangible nature requires careful ""packaging"" to avoid oversimplification and maintain its multifaceted cultural essence. As fika gains global recognition, incorporating its complexity into branding efforts is essential to represent Swedish culture authentically. The research questions addressed include: How is the ICH fika portrayed and used in destination branding? How can intangible elements of ICH be used in destination branding?

The paper problematises how intangible elements of culture are communicated on digital media in destination branding. We argue that these soft values, representing the unique and authentic elements of ICH, are particularly important in building strong destination brands. Empirically, we investigate ICH related to the destination Alingsås, actively branding itself as ""The Capital of Fika"" and organising ""fika tours"" attracting tourists from near and far."

5 Entrepreneurial ecosystems of creative industries:

Blanding innovation with tradition in artisan businesses.

Grzegorz Kwiatkowski and Gurid Karevoll.

"Artisanship hearkens back to a bygone era when exceptional manual skills, product immersion, and creativity were the hallmarks of quality products and services. Artisanship has long been associated with craftsmanship, creative industries, tradition, culture, and skill mastery. However, artisan entrepreneurs must find new ways to attain and sustain a competitive edge in a constantly evolving market. To achieve this, four factors must be met: resources must be valuable, rare, difficult to imitate, and irreplaceable (Roos et al., 2014, pp. 25-26). This aligns with Teece's (2014, p. 330) belief that competitive advantage is achieved by combining hard-to-imitate and unique resources with a sound strategy and robust dynamic capabilities. These factors alone may not be sufficient to gain a competitive advantage. Therefore, De Massis et al. (2016) developed the Innovation through Tradition (ITT) model to help firms leverage past knowledge to their advantage, highlighting the necessary capabilities for innovation (De Massis et al., 2016, p. 94). The ability to approach, interpret, and apply past knowledge to innovation is crucial in attaining a competitive edge. Vrontis et al. (2016, p.1892) maintain that a blend of innovation and tradition is essential to achieve and maintain a competitive advantage.

Given this context, this research endeavors to illuminate how artisan entrepreneurs identify and cultivate avenues for expansion, decide which opportunities to pursue, and strike a balance between innovation and preserving tradition. It utilizes insights from four comprehensive interviews with artisan food producers of fish, cheese, pork, beef, and herbs situated in Norway.

The results show that artisan food producers find knowledge and inspiration for development in available resources. Whether that be their history, trial and error, customer feedback, local firms, or networks, artisan food producers will develop products while keeping traditional elements visible in their products and marketing. Examples are traditional cheese or fish products that new generations don't buy, which are presented in new ways that keep these products relevant, either by making a new product or marketing existing products in new settings. Yet products are sometimes discarded entirely for the sake of profits, showing that artisan food producers continuously choose what tradition they will use and present to markets. This means that these firms discard current traditions while finding new ones to use in their products in a continuous innovation process.

This study offers well-crafted proxy information for other entrepreneurs regarding activities development, the relevance of innovation, and the decision-making process in the competitive marketplace."

Perspective mapping as a visual tool for fostering co-creation in organizations.

Erik Lerdahl.

"There is an increased use of co-creation processes in both private, public, and non-profit sector, where different stakeholders define and develop value together in the innovation process (Ind and Coates 2013). To succeed in more complex service- and system innovation there is a need to involve many stakeholders that will be part in the deliverance.

A crucial aspect is how the stakeholders can co-create efficiently and share their different perspective and needs. The perspective mapping tool (PMT) was developed to meet this need (Lerdahl 2015).

The tool is formed as a template with quadrants representing the perspectives of different stakeholders. When applying the tool, different stakeholders put themselves in each other's perspectives by filling in all the different quadrants in the template. In the next step the stakeholders identify common goals and conflicting interests in a project, based on the filled template. In the last step the stakeholders develop ideas and strategies to resolve conflicting interests.

The tool has been applied in many organizational cases. It has been further developed several times since it was introduced. It was taught in a lifelong learning course in co-creation at the University of Stavanger in 2021. After trying out the tool on their projects, the students were asked to write an online anonymous evaluation of the tool. The material was analyzed and categorized using an affinity mapping method.

In the evaluation many students wrote that the tool helped to master complexity and give an overview and understanding of the needs of different stakeholders in co-creation process. This again helped to increase psychological safety among the stakeholders, since their voices had been heard. It was also argued that the tool made it easier to create a common language and resolve conflicting interests. Finally, it was reported that the tool could help to challenge own assumptions concerning both the task and the view of other stakeholders. Further research on the use of PMT needs to be done to confirm or disprove these promising evaluations."

Visit Village – A model for cooperative place-based entrepreneurship.

Jonathan Moshe Yachin.

"The Visit Village economic association is a Swedish cooperative venture that acts as a platform to organise and market rural tourism experiences that are grounded in meaningful encounters with locals and the unique 'sense of a place'. It is a novel approach to rural tourism designed to facilitate entrepreneurship, collaborations, and local participation.

The guiding premise is that a collaborative and inclusive structure can help local businesses, artisans and residents to act on opportunities, overcome challenges and adapt to changes in circumstances. Thus, the Visit Village model is a manifestation of a place-based entrepreneurial ecosystem where stakeholders interact in ways that generate value and provide access to resources and knowledge, as well as validation and support.

This research follows Visit Village through its first operating season to explore if and how the cooperative model helps to create favourable conditions for local actors to engage in the production and delivery of tourism value propositions. The empirical investigation focuses on the success factors, shortcomings, experienced challenges and other practical considerations. The analysis is informed by contemporary entrepreneurship theories; Spatial Bricolage (Korsgaard et al., 2021) illustrates how entrepreneurs creatively utilise resources in their spatial context to generate value, and Civic Wealth Creation (Lumpkin & Bacq, 2019) provides a framework to study how different stakeholder group interact. The findings and conclusions of this study contribute to our understanding of entrepreneurial ecosystems in rural tourism."

Theming as a facilitator for sustainability in experiences.

Jonas Karlsen Åstrøm.

"As themed experience providers recover from the pandemic and see their attendance return, they are met with an ever-increasing demand for improved environmental, sociocultural, and financially viable ideas and practices. Environmental concerns can threaten developing, constructing, and operating various themed environments, often built for mass tourism and consumption. How the dimensions of theming relate to sustainability in experiences has yet to be empirically investigated.

This chapter uses insights from half-structured interviews with themed entertainment and attraction business leaders to explore through practical examples how these businesses change and develop new themed experiences for the decades ahead and how theming can facilitate sustainability in experiences.

Furthermore, the purpose of this chapter is to extend theoretical perspectives by investigating how these leaders understand the sustainable experience dimensions, how these relate to theming dimensions, what this means for designing, staging, and managing sustainable experiences, the role of businesses and professionals in sustainable development, and sustainable business models and technologies. Finally, these informants provide their input on new ideas of sustainable technological advancement, where businesses can physically operate, and how limited growth and even degrowth impact and change these businesses and their business environments."

Curiosity as a potential “innovative approach” to promote sustainable development.

Barbara Rebecca Mutonyi.

"In this study, curiosity is explored as a potential “innovative approach” to strengthen the organization's sustainable development, focusing specifically on employee innovation to reflect the economic dimension of an organization's sustainable development. Curiosity is a motivational state that activates a person’s exploratory intention in a specific work role. Curiosity is studied in relationship to two types of work roles: leadership and employee. On a leadership level, curiosity is reflected in a practice where curiosity is explicitly displayed in interactions with organizational members. This is labeled as a leadership display of curiosity. In contrast, curiosity on employee levels is manifested in the level of curiosity regarding a specific work role the employees possess. It is assumed to be a link between a leadership display of curiosity and individual employees’ level of work curiosity.

The study employed a cross-sectional survey with a sample of 346 employees from various hospitality organizations in Norway. The analysis was completed through PLS-SEM with the help of SmartPLS 4 software and employed mediation by bootstrap to evaluate the indirect relationships. Findings showed that employees’ work curiosity was directly related to employees’ innovative behavior. In evaluating the indirect effects, the results showed complementary mediation on all four hypothesized relationships, specifically that employees’ work curiosity mediated the relationship between leadership curiosity, job engagement, and employee innovative behavior. In addition, findings showed that job engagement mediated the relationship between leadership display of curiosity and employees’ work curiosity. As such, findings reveal an important practical implication in developing curiosity on both leadership level as well as employee level, to function as an “innovative approach” for sustainable employment for organizations. To the author’s knowledge, this is a pioneering study exploring curiosity-related concepts within Hospitality studies, and how these are linked to employees’ innovative behavior, reflecting the sustainable development in respective work roles."

6 Technologies in tourism:

Mobile eye-tracking phygital experiences – design thinking using simulative and projective empathy.

Päivi Hanni-Vaara, Satu Miettinen and Minni Haanpää.

"The implication of empathising, especially when co-creating experiments, is to react to others’ feelings, thinking and emotions to construe their states. Here, cognitively elaborated simulative and projective empathy asks to identify the perspectives and well-being of others. This qualitative research aimed to experiment with the use of a mobile head-mounted eye-tracking device and an empathy map to explore the phygital, a blending of physical and digital experiences. Followed by the analysis of the phygital experiences at

a smartphone-mediated narrative service, a higher education tourism institution aimed to provide suggestions for further development for a non-profit museum actor. The research demonstrates an empathy-oriented design thinking method in a design process where simulative and projective empathy was applied to collect data using a mobile eye-tracking and empathy map. Though the findings and implications of this research cannot be generalised, the study recommends the mobile eye-tracking and empathy map as appropriate and convenient practices to collect data on phygital experiences. Moreover, the study provides practical perceptions when executing simulative empathy at experiment phases and projective empathy when analysing findings of seven museum visitors' phygital experiences. Further, the study offers novelty for tourism and tourism-related organisations of design thinking practices in applying simulative and projective empathy when using a digital tool and an empathy map to explore phygital experiences.

The Finnish Cultural Foundation and the Foundation of Economic Education in Finland supported this grant-funded research. The study was part of the EU-funded project (ERDF, Leverage from the EU) 'eHospitality - Empathy and Value Creation in Digital Service Encounters in Tourism'. The study is part of the Business Finland-funded RRF project 'Empathy Business. How to Digitalise Service Prototyping and Business through Creativity'."

Included, feared, and objected: Emerging discourses in dog-friendly tourism initiatives.

Maria Månsson, Jörgen Eksell and Marlene Wiggill.

"During the COVID-19 pandemic, many people purchased dogs that are now part of their daily lives, leading to a change in consumption patterns. This has created high demand for pet-related products, such as dog food, courses, and activities for dog owners, as well as tourism and leisure opportunities adapted to dogs and their owners. In the wake of this interest more businesses have accommodated a dog-friendly approach. However, are dog-friendly initiatives by tourism and leisure businesses appreciated by all or is it connected to potential risks and conflicts? The aim of this ongoing research project is to identify discourses related to the understanding of dog-friendly tourism initiatives from a consumer perspective.

The research is based on three shopping centres in the south of Sweden that recently allowed dogs inside their premises. This change garnered attention in local newspapers and on social media. The news led to a frenzy and it generated 5 newspaper articles and 1200 comments that was analysed. The identified discourses were related to: enthusiasm since people were able to bring their dogs inside instead of for example leaving them in the car. However, there were also dominant discourses related to fear and threats that dogs would eat or bite their children and the high risks for people with allergies to enter the premises. Moreover, there were also a strong antagonism towards dog owners. If dogs were allowed, then other animals should be welcomed too otherwise it would not be fair.

This illustrates that the simple act of new initiatives to be more inclusive and dog-friendly can generate a negative backlash. To prevent these conflicts of interest in the future, a clear communication strategy is needed to bridge the gap between different interest groups."

Practice-based research on practices on emergent digital encounters in tourism.

Petra Paloniemi.

Digital platforms allow innovations that are characterized by elasticity that continuously create new practices, and transform old structures (Dredge & Gyimóthy, 2015). The emerging use of digital encounters, for instance sharing economy platforms, in facilitating services can be described as disruptive force (Guttentag, 2015) that have changed and will probably continue to change the business and tourism ecosystems. This practice-based research explores social practices on emergent digital encounters in tourism. More precisely, this study investigates practices of hospitality and virtual experiences mediated by digital platforms which can be called sharing economy platforms. The data consists of interviews with the hosts and the guests, focus group discussions and written reflections by the guests. Practice theory provides a beneficial framework for analysis in this research. The study builds on Schatzki (1996, 2002, 2005), Reckwitz (2002) and Shove et al. (2012) in pondering the role of technology in practice theory. The study contributes to tourism research where human and nonhuman agents are discussed in relation to tourism experiences (e.g. Äijälä, 2021; Rantala et al., 2011) and discusses the intertwined roles and agencies of humans and technology in shaping the future in tourism and hospitality. This research aims to bring new empirical phenomena into science studies and to make both theoretical and conceptual contributions.

Current situation of artificial intelligence use in tourism companies in Finnish Lapland.

Päivi Hanni-Vaara, Outi Kähkönen, Petra Paloniemi and Mirva Tapaninen.

Machine learning and large language models have opened up opportunities for using artificial intelligence (AI) in the tourism business. Our study explores the role of AI as a nonhuman agent in the marketing and sales processes of tourism organisations in Finnish Lapland. This qualitative study demonstrates with practical case examples how AI is used in tourism destinations. The main objective was to explore how tourism businesses and operators use AI technology in their marketing and sales processes. Moreover, our study discusses the attitudes and ambience of tourism organisations towards and the role of AI as a nonhuman agent. The research progresses from a current state analysis to an analysis of AI applications in the tourism business processes towards AI experiments. The collected data includes online observations and 25 semi-structured interviews. The findings contribute to tourism businesses' innovation capacity, vitality and competitiveness. According to the hypothesis, AI is capable of statistical learning and data classification, but its ability to conceptualise and infer is still somewhat limited. Despite modelling efforts, AI

cannot replace a compassionate human being who is socially and cognitively skilled in certain situations. However, the use of AI can also be considered as one driver for sustainable growth in the tourism sector in Finnish Lapland. As the options for AI are increasing, tourism organisations need to make well-considered decisions regarding its implementation. It is relevant to ponder what could be AI-inspired operations in future for tourism sales and marketing processes. For example, nonhuman-led virtual service concepts could be applied more in the marketing processes. Also, it is relevant to discuss the roles of humans and technology in shaping the future in the tourism and hospitality field. The study is part of the EU-funded project (ERDF) “Artificial Intelligence to Support Tourism Sales and Marketing Processes”.

The accessibility of tourism destination websites.

Janaina Bull and Nigel Halpern.

Websites are one of the most important tools used by destination management organisations to promote their destinations. Accessibility of the websites determines the extent to which they can be used by all people, including people with disabilities, for whom accessibility problems can make them difficult or impossible to use. This study investigates the accessibility of tourism destination websites. The TAW accessibility tool is used to assess the websites of 79 destination management organisations in Norway. This includes one national, four regional and 74 local destination management organisations. The tool assesses accessibility according to the four principles of the Web Content Accessibility Guidelines (WCAG 2.1) that require websites to be perceivable, operable, understandable, and robust. Preliminary findings indicate few problems at the national level. However, there are many problems at the other levels. Overall, there are twice as many problems with the perceivable principle compared to with the other three principles. The two main areas of concern, primarily impacting on people with vision impairment are: (1) non-text content, because not all non-text content has text alternatives; (2) information and relationships, because presentation format changes, for instance, when content is read by a screen reader. By highlighting problems people with disabilities are likely to experience when using tourism destination websites, this study provides actionable insights for destination management organisations, and contributes to the field of accessible tourism, for instance, regarding digital inclusion and the extent to which people with disabilities can access tourism information and communications in the digital world. In addition, the study recognises limitations associated with using automated website accessibility tools such as TAW and explores how to complement the findings of automated tools with the manual testing of tourism destination websites.

7 Popular culture tourism – shaping destinations and fan travel in a digital world:

Facilitating Film Production and Enhancing Film Narratives Through Digital Twinning: A Case Study of Trollywood and Participatory Design.

Joakim Lind, Malin Sundström and Johanna Lindström.

"This study explores the potential of digital twins as a collaborative platform connecting municipal stakeholders and the film industry in Trollhättan, Sweden, a city renowned for its prolific film production. Despite its cinematic output, "Trollywood" has not capitalized on film-related tourism due to the lack of on-location filming. The research leverages the "Invest Trollhättan 2022 - 2030" initiatives to examine how digital twins can align with the film industry's priorities and encourage a participatory development approach. The study will address potential challenges in developing a joint digital twin and explore how such tools and technology can support diverse stakeholder needs effectively, thereby enriching the dialogue around popular culture tourism, virtual meta-tourism, and digital twin applications.

It aims to understand how film-related tools within digital twins can streamline processes like filming permits and boost the locale's attractiveness by integrating visual narratives from film production as part of popular culture into the urban development strategy and for destination marketing for both the film industry and for tourism in general. The methodology centers on empirical data collected from workshops with film industry stakeholders and film enthusiasts scheduled for early summer 2024 in Trollhättan.

The theoretical underpinning of the study is rooted in co-creation, participatory design, and on-screen tourism, aiming to meld stakeholder engagement with destination and placemaking strategies to deepen immersion and widen participation in urban development in a digital world.

Anticipated results include insights into the integration of a digital twin into existing urban fabrics. The outcomes are expected to inform a collaborative digital twinning framework, positioning it as a tool for stakeholder-oriented urban development and placemaking."

Asian wedding as a tourist experience.

Asif Ijaz and Frank Lindberg.

A new tourist attraction has been developed during the last years: Asian wedding experiences. Companies such as JoinMyWedding and EnjoyIndianWedding apply a sharing economy business model where they connect tourists who are seeking cultural experiences with hosts who offer weddings as tourist attractions. The wedding hosts' motivation is functional benefits, i.e. partly social (e.g., status) and economic benefits (i.e.,

couples receive direct monetary gain), whereas the tourists long for an extraordinary experience. The purpose of this paper is to investigate how tourists experience Asian weddings as a commercial product. We show how Western tourists experience exotic Asian meals, are dressed in local garb, enjoy dancing to exotic music, and take part in wedding rituals and cultural performances that provide immersive and transformative experiences. Consequently, the consumption of the wedding experience is valued as a ludic spectacle for tourists while other invited guests value the traditional, religious, and archaic event. Our findings show that the tourists have trouble understanding what is going on during the weddings. Nevertheless, they play along, which we argue is possible due to a postmodern consumer culture that aims at (re-)creating hyperreal spectacles that consumers use to (re-)create symbolic value in-between the real and non-real. Based on the literature on consumption sacredness (Belk et al., 1989; Schindler & Minton, 2022) and enchantment (Ahuvia & Izberk-Bilgin, 2011; Ritzer, 2005), we argue that a marketer's re-sacralization of weddings turns the experience into an ambiguous endeavor between the archaic-sacred and enchanted-sacred. A ritual that has been powerful and valuable due to ancient culture and religion, is now transformed through re-enchantment processes to engage consumers' longing for everyday sacredness. We discuss how this ambiguous consumption in-between symbols of sacredness may inform theories on tourist experiences.

Everyday Tourism: Physical and Virtual Travel in the Permacrisis Era.

Christine Lundberg, Vassilios Ziakas and Kristina Lindström.

Today's age is marked by permacrisis, characterised by ongoing instability and multiple crises, necessitating a re-evaluation of conventional business models. Digital transformation is proposed as essential to navigate permacrisis, fostering resilient business models through technology adoption. Tourism, profoundly impacted by permacrisis, witnesses the rise of meta-tourism, blending physical and virtual travel experiences. The concept of metaverse, epitomised by collective digital experiences, forecasts a transformative future for travel. Popular culture plays a pivotal role in this digital transformation, shaping virtual travel experiences and blurring traditional tourism boundaries. This presentation explores the notion of "everyday tourism", challenging conventional tourism definitions and bridging physical and virtual travel realms. This prompts critical inquiries into sustainability and power dynamics within the tourism system. Virtual travel, characterised by irrealism, offers travellers the freedom to construct multiple realities, fostering a hybridisation of tourism experiences. Amid permacrisis, everyday tourism serves as an antidote, offering escapism and democratising travel experiences. However, concerns arise regarding its impact on sustainability and power distribution within the tourism ecosystem. Analysing the intertwining of tourism mobilities and popular culture reveals the evolving nature of tourism experiences and their socio-economic implications. The emergence of the everyday tourist reflects a paradigm shift, where tourism becomes integrated into daily life, transcending traditional boundaries. This transformation is driven by advanced digitalisation and socio-economic restructuring, challenging established tourism norms. The concept of everyday tourism calls for a re-evaluation of tourism practices and governance strategies to ensure sustainability and equity. Ultimately, understanding everyday tourism as an expression of popular culture

enables critical examination of its implications and potential limitations in navigating permacrisis and shaping future tourism landscapes.

Sustainable Development Sensemaking in Screen Tourism: Exploring Norwegian Stakeholders Narratives.

Sara Trigo, Åsa Grahn and Christine Lundberg.

"The study investigates how the different destination screen tourism stakeholders involved in the development of screen tourism in Norway make sense of sustainability through their sustainable development narratives.

Sensemaking is the cognitive and communicative process through which humans understand, describe, and relate to phenomena. Narratives are stories (in oral, written, or visual form) told and interpreted by individuals, groups, and organizations that connect events and experiences into a sequence. Narrative analysis is considered one of the most useful ways to understand individuals sensemaking. The retrospective nature of sharing stories and descriptions of experiences are plausible means for interpreting and bringing meaning to experienced events.

An issue with the implementation of sustainable tourism is its multiple interpretations, as each stakeholder's understanding varies according to their knowledge, experiences, and interests. Investigating the interpretation of sustainable development in tourism considering multiple stakeholders' narratives can provide a comprehensive, nuanced understanding of their worldviews.

Screen tourism is the tourist activity at a destination that occurs due to its portrayal in a film or TV series, causing both positive and negative consequences to a destination's economy, community, and environment. It is an ideal context for the study, as a variety of stakeholders from two different industries—the screen and tourism industries—with different agendas are involved.

The research methodology incorporates the analysis of official documents and semi-structured interviews with stakeholders (individuals and representatives of organizations) involved in screen tourism development in Norway.

Expected findings will provide insights into the multiple screen tourism stakeholders' narratives of sustainable development and uncover inconsistencies and contradictions, revealing implications for its sustainable development."

8 Pushing or pulling the lot. Knowledge creation on drive tourism in rural areas:

Pushing and pulling: Research on rural drive tourism.

Bórný Barðadótti and Eyrún Jenný Bjarnadóttir.

"Tourism is dependent on transport systems while tourism mobilities have the tendency to be path dependent. This at times results in overtourism at popular destinations, while other areas remain unnoticed. Transport systems can significantly impact tourism potentials by pushing or pulling tourism travels. In rural areas roads are often the main ways for travel, resulting in drive tourism being the dominant genre. Setting out to affect tourists' travels, and hence expand the spread of tourism, path creation through new tourist routes has become ever more pronounced. However, the actual impacts, potential advantages and consequences of such routes and other aspects of drive tourism in rural areas still remain somewhat obscure.

This presentation offers insights into research projects conducted at the Icelandic Tourism Research Centre on drive tourism and rural tourist routes. The research projects have been directed at multiple stakeholders involved in the creation and becoming of such routes in Iceland, including DMOs, road administration, municipalities, tourism services, residents, landowners as well as the tourists visiting the off-the-beaten-track sites along the way.

This is the final presentation in the session on drive tourism in rural areas. The session provides insights into the various aspects, possibilities and implications of tourist travel on rural roads. The session furthermore highlights the need for further research and the advantages of building and broadening relationships between researchers interested in this field in the Nordic and beyond. "

Chronotopies of drive tourism through Location-based Social Networks.

Carlos Ferreira, Jorge Rocha and Luis Encalada-Abarca.

"Adequate and updated knowledge of the size and characteristics of tourist demand on road-based tourist routes is essential for operational and strategic management processes, both for tourism and for the territories impacted by it. This study aims to analyze some spatiotemporal patterns of tourist demand on Estrada Nacional 2 (EN2) based on elements of the digital footprint generated by these tourists.

User-Generated Content has promoted individuals themselves as generators of information with high spatial and temporal resolution, enhancing the framework of alternatives to track their location (Sui & Goodchild 2011). Geospatial technologies

enabled social media with positioning and mapping tools, which has led to a massive volume of georeferenced data.

Location-based social networks (LBSN) covers longer periods and can capture long-term patterns (Huang & Wong, 2015), as it includes user activities as well as continuous movement and for relatively long periods compared to more conventional data collection procedures. Spatial and temporal signatures embedded in LBSN data (e.g., geotagged photos and tweets) allow practitioners and researchers to recognize travel preferences and activity patterns.

LBSN data were collected from Flickr and Twitter (period between 2015 and 2022), which were used as a proxy for the characterization of some spatiotemporal dimensions of tourism demand and the identification of hotspots. visiting along the EN2.

In this research, some trends that characterize the chronotopic dimension of tourists who transit the EN2 are highlighted. Places with the highest concentration of tourist demand (hotspots) are identified, which can give rise to different local strategies for affirming/consolidating attractions, but also to the need for a more integrated vision of the EN2 Route. Some temporal characteristics – time spent on the route; duration of downtime; entrances and exits, etc. - also provide useful information for better tourist management on the EN2."

Multipurpose rural roads – user’s conflicts and benefits.

Ingibjörg Sigurðardóttir.

"Road systems in rural areas are commonly used by different stakeholders. Not only by motor vehicles but also by hikers, bicyclers, horseback riders, wild animals and even by free roaming farm animals such as sheep during the summertime. The road users can include local people, tourists, and others. This multipurpose use of the roads creates variable challenges and danger. Despite that, it is suggested that it can also create benefits for some stakeholders, such as tourists.

Studies on conflicts between variable leisure activities have been common in recent years. However, multipurpose roads and infrastructures for tourism and local inhabitants have so far not gained as much attention. This study investigates the rarely researched field of multipurpose roads in rural regions. It asks what are the main challenges of such roads? Also, what are the possible benefits of multipurpose road systems in rural areas?

The challenges of multipurpose roads are probably more visible to most people than its benefits, but this study considers if this combination can enrich tourism experience when travelling in rural areas such as outside of the main ring road of Iceland which is here used

as a case study. It is suggested that even if horse riders and free roaming animals on or close to the roads can create challenges, it is also likely to enrich the experience of tourists travelling on those roads.

The study is based on content analysis of existing data and social media as well as semi structured interviews with stakeholders. “

Ticked off the bucket list? Exploring the North Coast 500's Impact on the Visitor Experience in the Northern Highlands of Scotland.

Tarja Salmela.

"The infamous North Coast 500, also known as Scotland's very own Route 66, is celebrated as one of the world's most iconic coastal routes. Since its inception in 2015, the communities along the NC500 have observed a distinct trend in self-drive tourism, characterized by the goal of ""doing the NC500"". This form of tourism often promotes brief interactions with various locales, potentially reducing the opportunity for travelers to forge deep connections with the local histories, narratives, and the intrinsic significance of the places they encounter. For many, the NC500 has become an item on their bucket list, creating friction between local residents, NC500 tourists, and the route's managing entity, NC500 Ltd, owned by Danish billionaire Anders Holch Povlsen.

In this presentation, I will delve into my ongoing research on the NC500 through my postdoctoral research project ""Vanlife Landscapes"" (Salmela, 2022). I aim to explore the impact of the NC500 on how the Highlands can be experienced via a designated route, complete with maps that outline its circular trajectory and highlight specific attractions. I consider the NC500 as a narrative construct that shapes the organization of spaces and places in the Highland landscape, and as a road trip phenomenon that has 'fundamentally' altered the way travelers engage with the north of Scotland (Brooks, 2019).

References:

Brooks, L. (2019, May 29). Speeding, congestion and protest: the dark side of Scotland's North Coast 500 route. *The Guardian*. <https://www.theguardian.com/travel/2019/may/25/dark-side-scotland-north-coast-500-route-speeding-congestion-protest>

Salmela, T. (2022) Vanlife Landscapes. Salmela's postdoctoral research project is part of UiT The Arctic University of Norway's Traveling Post-Corona project. <https://vanlifelandscapes.weebly.com/>, <https://uit.no/project/reiselivet-post-corona>."

Mobile heritage tourism with vintage cars and vintage drivers.

Reidar J. Mykletun.

"Mobile heritage tourism is leisure time travel by means of rolling or floating vintage equipment. This case-study illustrates how private persons willingly spend own time and money for heritage conservation through maintenance and active use of their MG vintage cars for tourism purposes. Research questions were: 1) who are the drivers; 2) why did they buy their car(s) and which benefits did they gain from joining the club; 3) which tours do they make with their cars; and 4) what are their preferences when touring? The study leans on several theories such as serious leisure, active ageing, nostalgia, identity theory, and adventure tourism.

Data were collected from 353 members in the Norwegian MG-club using web-based questionnaires with questions developed from insights gained through 10 years of auto-ethnographic research and from popular articles in the MG Magazine.

Two thirds of the drivers were older than 60 years (Mean =66), and the majority bought their MG after 1995. Reasons for the purchase varied along two dimensions: casual leisure versus old dream, nostalgia, and serious leisure; and rationality versus emotions. 80% of the drivers spent up to 60 hours (Mean=56) and 85% spent up to NOK 20,000 (Mean=15,549) per year caring for their MG. Benefits from the club membership varied along two dimensions: rationality versus emotions; and social relationship and belonging versus technical. About half of the respondents used their MGs for touring on their own or with fellow club members, driving on average 2,000 km per year. Most drivers were men, and spouses / partners accompanied them when touring and partying. Preference when touring included experiencing the unique enthusiasm for driving the vintage car, being an MG-driver, learning about the car and about new places, quality of the tour program, experiencing nature and driving on old roads, and bonding with fellow drivers."

Chinese Tourist Road Travel in Iceland.

Mou Zhying and Anna Karlsdóttir.

Tourist road safety in Iceland has become a major concern, especially for rental companies as well as Chinese visitors who to an increasing degree want to travel the country driving themselves. A disproportionate number of car accidents involving Chinese tourists have been brought to light by recent statistics, prompting inquiries into the underlying causes and possible preventive measures. In contrast to their counterparts in Europe and North America, Chinese self-driving tourists in Iceland have a greater incidence of traffic accidents. This research project intends to investigate the factors contributing to this higher incidence. The aim of the project is to create basis of knowledge that will contribute to improve road safety and lower accident rates. Gaining a knowledge of the unique difficulties that this group faces is thus important. This study tackles a critical public safety issue and seeks to provide workable answers to enhance Chinese travellers' experiences and safety in Iceland. Since tourism to increasing extent is based on travellers who want to

travel independently in rental cars and Chinese tourists account for an expanding portion of Iceland's visitor receipts protecting their safety and others in the traffic is essential to the industry.

9 Rethinking Tourism: A Journey towards Transformation and Regeneration:

The digitalisation process of value co-creation in a digital experience context.

Chouki Sfandla.

"No one of disruptive timely events (e.g. COVID-19) had an impact value on the organised tourism scholarship and practices in continuous processes of changes, and beyond. However, diverse factors influenced its transformation to thinking value in the co-creation process in which active tourist(s) naturally became involved in this linear transformation. Especially, in the digital era, tech innovation has revealed consumer as 'innovative tourist' expecting individualised, customised and fast services which have challenged firms to innovate, yet challenging the market structure with digital experiences of contrary perceptions. Despite these concerns ties, there is an academic high order need to address experience in a digital context. Therefore, this paper searches into innovative content co-creation as digitalization processes.

This paper reflects on experience in the literatures. I conduct research into a) how online business firms shift to experience 'digitalscape', and b) how consumer (visitor) experiences value in the innovative content creation process. A qualitative method based content analysis and netnography is applied in which the author is conscious overlapping the methods and own experiences.

Findings show that customer, provider, supplier and others (e.g. devices) are involved in interactive ways; and information link with how individual uses available resources to innovate contents with the firm. Experiences become information digitalised intelligent in the 'digitalscape' that designed programs are in roles as authoritative digital actor. Further findings that learning to turn information into data useful digital knowledge is relevant with the roles emerged in this process of nets. This paper argues for innovative tourist; a co-creator of innovative content in the 'digitalscape' context of experiences, yet it generates contributions. The managerial implication is to acknowledge the digital businesses as active subject with the opportunity to apply the "one-to-one" perspective from own web or/and through others site marketing platforms.

This digital era relates with value re-thinking of experience co-creation in a digital context wherein the participants are informed in their innovation processes (AI). To continue

competitive in this 'new' market structure suggests a different way of thinking than to "improve or/and new" because innovation has its failures in time of experiences."

Experience based innovation patterns as 'tool' for sustainable transformation of local communities: A multi-case study in two Norwegian rural destinations.

Dorthe Eide, Olga Høegh-Guldberg and Anne W.F. Ryan.

"Many local communities in rural areas struggle with sustainability challenges related to a decline in traditional industries, some also in population. Tourism is often suggested as an innovation tool for sustainable transformations of local communities/places. However, innovation for sustainability and not least transformations are challenging and context dependent. The paper explores how experience-based tourism innovation patterns emerge, interact, and impact the socio-cultural sustainability of local communities.

Aiming to contribute new understanding, perspectives of experience-based innovation, innovation for sustainability, innovation patterns, multi-leveled innovations and practice-based approach are combined into a novel theoretical framework. Innovation patterns literature have been described through surveys by factors such as actors and drivers. Practice-based studies (Antonacopoulou, 2008) suggest instead studying re-configuration of practice through six factors, we combine them with sustainability outcomes. Studies in other industries shows that innovation patterns can interact, that economic outcomes tend to be recognized first, and that both incremental and radical innovations can re-configure social practice and hence transform the sustainability of local communities.

A qualitative multi-case design is used. Two rural areas in Norway with World Heritage status, one archipelago and one inland municipality were chosen, i.e. Vega and Røros. Main method is semi-structured interviews with different types of stakeholders, done in different periods. A combination of hermeneutical content analysis of each case and cross-case analysis was used.

Preliminary findings: Culture-based innovation patterns have initiated transformations in both cases and evolved for years. Food-based and adventure-based innovation patterns gradually emerged in both, the former more elaborated and impacting the image of Røros, the latter more in Vega. Accommodation/functional services have supplemented these developments. Destination management emerged, gradually becoming more focused on stronger sustainability. What constitutes the main innovation patterns, and how they interact and gradually transform the local community, will be elaborated and discussed. Finally, implications will be suggested."

Role of Information Technology in Transformative Tourism Experiences.

Konstantin Gridnevskiy, Catriona Murphy and Elena Cavagnaro.

"Travel is often viewed as a way for individuals to grow personally, immerse themselves in different cultures, and enjoy the beauty of nature. In this context, tourism has been identified as a potential catalyst for personal transformation, leading to the development of transformative tourism research over the past twenty years, (Nandasena et al, 2022; Rus et al. 2022). However, while increasingly more is being written about this topic, some areas have remained relatively unexplored yet, one of which is the role that Information Technologies play in the process of transformative travel experiences (TTE). Some authors have argued that social media could be used as a tool for formal reflection (Lean, 2012), while VR could both become a trigger for a transformative experience and be used as a medium to simulate reflection (which potentially could also be related to tourism; Gaggioli, 2015). However, the information available on this topic is fragmented and deserves more attention.

Therefore, in this mini-study, we would like to map the current knowledge of the roles, places, time, and ways in which various manifestation of ICT can impact and/ or lead to transformative experiences in tourism. We would also like to propose a model that shows these relationships and could potentially be used for further research. This is part of a PhD research the aim of which is to create a holistic measurement instrument for TTE."

Green integration: immigrants' belonging to the outdoors.

Parisa Setoodegan, Robert Pettersson and Lusine Margaryan.

In this research, we discuss how immigrants' experiences in outdoor activities are influenced by the social capital, and how these activities can promote immigrants' social integration leading to their environmental awareness and pro-environmental behaviors. Engagement in domestic tourism exposes interconnected justice challenges in multicultural countries. Immigrants' perceived disparities, social and environmental vulnerabilities, inclusion in outdoor activities, and justice are some pressing issues considered in the research. Moreover, integrating justice into domestic tourism discourses is urging the re-evaluation of our understanding of sustainable tourism through the lenses of justice and sustainability. Recognizing and including the immigrants' diverse voices is essential in generating new insights on sustainable transformative options, developing theoretical and empirical foundations to guide tourism communities and national and regional policy responses, especially within the outdoor setting, which brings up both social and environmental concerns. This research discusses how the holistic approach to both social and environmental aspects of outdoor recreation through the ethnic or immigrant lens can address the complex web of sustainability challenges, fostering more just and sustainable future of tourism. We adopt a social capital lens to understand the social and environmental implications of domestic tourism within the context of outdoor recreational activities. Empirically, this chapter is based on interviews with immigrants in the north of Sweden – a region known for its nature and outdoor pursuits. The overarching

result is that domestic tourism and outdoor recreation have a fostering role in developing immigrants' networks and connections, as well as integration into the new society; however, persistent barriers and challenges hinder this process. Crucially the results of this research support the concept of 'green integration' which expands the scope of sustainability research by exploring the linkages of social aspects with environmental attitudes of immigrants in post-immigration period. This suggests a social bridge between immigrants and natural environments, leveraging the mutual social and environmental outcomes.

Hands-on Sustainability in the Experience-based Tourism: Paradoxes and potential solutions.

Olga Høegh-Guldberg.

The evolution of sustainability research has cultivated discrepancies, especially in the context of tourism. Research on sustainability transitions is little integrated into the field of sustainable tourism, demonstrating immediate collision in the analytical levels. When the broad perspective to sustainability transitions suggests looking at the tourism industry as a socio-technical system with its actors, institutions, knowledge, and artifacts; sustainable tourism research calls for better understanding of lived experiences of small and medium tourism enterprises (SME) and their accumulated sustainability impacts. This paper takes a step towards bringing together the two research fields by looking at the transformation of the practice elements of the tourism SMEs, and how these relate to the elements of tourism as a socio-technical system. The research question is "How can sustainability practices of experience-based tourism SMEs evolve and what kind of paradoxes may arise?" This paper acknowledges previous research accusing the tourism industry in being unsustainable and using destination resources to reach its economic goals. Given the fact that inadequate sustainability outcomes are often excused by SMEs' limited resources to realize sustainability initiatives, the paper builds on an externally financed sustainability project. This project was launched in the conditions of COVID-19 lockdown to support experience-based tourism SMEs in Northern Norway. The paper builds on a mixed dataset, analyzing a survey with several open questions created for the purposes of the project, and 24 semi-structured interviews of 12 tourism SMEs taken before and after the project for deeper understanding of sustainability in practice. In addition, 12 interviews of 6 SMEs are presented as narratives for deeper understanding of sustainability transformations and arising paradoxes. The analysis shows how practicing sustainability can open for more holistic understanding and intertwinedness of sustainability dimensions, interdependencies, and imbalances in destination sustainability. It demonstrates the necessity of balancing the paradoxes of the sustainability initiatives, on one hand, and customer value, destination infrastructure, worsening climate and health crisis, different collaborative interests, on the other hand. The paper provides practical implications for tourism businesses, destination management organizations, municipalities, and other stakeholders directly or indirectly involved into tourism practices.

The role of new work-tourism trends in transformation of rural communities.

Vivian Ingebrigtsen, Lena Mossberg and Dorthe Eide.

"Technological advancements and digitalization are changing the way people perform work in fundamental ways (Cappelli, 2021; Voll et al., 2022). Hybrids between work and tourism are appearing in both urban and rural areas. However, academic literature of new work trends, such as workation (e.g. Voll et al., 2022) and use of coworking spaces (e.g. Vogl & Akhavan, 2022), in rural areas is lacking. Tourism requires participation and facilitates a meeting ground between many different stakeholders, such as tourists, residents, and businesses (Magnusson et al., 2024). As tourism has major impacts on the destination, local communities are key stakeholders in sustainable transformation (Su et al., 2019). However, more empirical research is needed of stakeholder involvement and the social aspects in the context of sustainable tourism (Waligo et al., 2023).

The paper aims to explore how new work-tourism trends contribute to sustainability impact and mobilize sustainable transformations of rural communities. New work trends might offer opportunities for revitalization of small towns and non-urban areas (Di Marino et al., 2023), while strengthening the connection between urban and rural areas and balancing population flows caused by increased urbanization. It must be recognized that sustainability transformations cannot happen through top-down approaches exclusively (Köhler et al., 2019). The sustainable transformation of rural communities will therefore be explored through the regenerative perspective, which encompasses the engagement of all stakeholders (Reed, 2007), and emphasizes the importance of generating positive outcomes (Adams et al., 2016). Here, tourism is practiced in a way where visitors are engaged and give back to local stakeholders and sustainability becomes the natural outcome of practices (Becken & Kaur, 2022)

The paper will be based on a qualitative single-case study. Semi-structured interviews with various stakeholders will be done later this spring, supplemented with observations."

Rethinking Tourism's Role in Livable Communities.

Dimitri Ioannides.

Numerous communities have become increasingly concerned about the negative effects associated with tourism's rapid and uncontrolled growth. Consequently, several observers ponder whether the time had come to reconsider tourism's future role through concepts like mindful or regenerative tourism while others wonder about tying tourism to broader discussions on sustainability transitions. Unfortunately, however, despite these outlooks, recent trends in many destinations indicate that tourism continues to grow rapidly and, in many instances, uncontrollably. These trends lead us to ask: what is tourism's role in many societies and who benefits? While tourism was originally promoted in many cities and regions to encourage economic diversification has the sector, by now, outlived its usefulness? The fact that rapid tourism growth is commonly associated with the

enhancement of several environmental and sociocultural effects not to mention growing economic disparities for host populations and numerous workers is particularly problematic. In my presentation, I argue that we should begin to reconceptualize tourism's role. My point is that the dynamics of tourism should be assessed from the point of view of host communities and what the sector means to their inhabitants. They should not be based on the demands on tourists and exogenous actors. The aim of any community is to enhance its livability, ensure that its inhabitants have, among others, good opportunities to gain meaningful employment, affordable housing, and a healthy environment. Tourism's role should primarily be focused on enhancing these opportunities and improving the quality of life of a community's existing residents as well as aspiring future long-term inhabitants. My aim is to highlight the opportunities and the extreme challenges we must overcome to shift policymakers and other stakeholders' attitudes concerning tourism's role.

Rethinking Tourism: How to prolong the season in the Baltic Sea.

Anders Kjellman, Monika Birkle, Johan Sjölund, Daumantas Bockus and Egle Baltranaite.

"The aim of this study is to shed new light on how the tourist season in the Baltic Sea region can be prolonged. We have asked 239 tourist companies in the coastal parts of Sweden, Finland, Estonia, Lithuania and Latvia what the main challenges are concerning extending the tourism season. Furthermore, we carried out 38 structured interviews concerning how entrepreneurs perceive challenges and opportunities regarding seasonal variation in tourism. The theoretical framework is based on managing seasonal variations in tourism. The study is conducted within an EU Interreg project, Light in the Dark, which aims at finding out which challenges small and medium-sized enterprises (SMEs) in the Northern Baltic Sea region face and to find out what kind of visions businesses have about future tourism products and activities, especially during off-season. Which solutions or new ideas can the entrepreneurs foresee?"

Our findings indicate that the major challenges for the SMEs in the tourist industry are a low customer demand during the off-season, resulting in low profitability and a lack of capital. Furthermore, the current brand of the coastal destinations is focused on the summer season. It is also found that it is difficult to find and retain staff for the off-season. Other companies are closing down during the off-season i.e. the winter season which furthermore reduces the attractiveness.

We also asked the tourist firms a few questions concerning new ideas, services and products as well as how they sell, promote their services. The aim was to identify innovative regenerating products and services of the future? We will present some of these ideas and concepts suggested by the SMEs."

Tourism policy in Germany at a crossroads?! - Reflections for new narratives.

Markus Pillmayer.

The leisure, tourism and hospitality industry in Germany has been complaining about some time about the lack of appreciation on the part of tourism policy-makers from the local to the federal level – despite increased and rising key tourism indicators. On the one hand, one reason may be the high number of crises – polycrisis – that both the industry and society in general are facing. On the other hand, the industry is realising that existing narratives are no longer achieving the desired level of attention – the narrative of tourism as an economic factor seems to be over, but at least in a state of flux. The question therefore arises as to what possible new narratives in the sense of the Narrative Policy Framework (NPF) could look like in order to gain the necessary attention and thus the desired appreciation in the tourism policy discourse. The starting point for the considerations discussed is Bavaria as the number one tourism state in Germany, which acts as a benchmark in many respects and formulates a claim to leadership in German tourism based on its own self-image.

From Extraction to Stewardship: A Model for Community-Centered Tourism.

Anne Wally Ryan and Hin Hoarau Heemstra.

"Regenerative tourism is a transformative approach that aims to fulfill the potential of tourism destinations, enabling them to flourish and generate net positive effects by enhancing the regenerative capacity of human societies and ecosystems (Bellato et al 2022). The regenerative tourism paradigm prioritizes stewardship over extraction, signifying the careful and responsible management of resources.

Our research aims to contribute to the understanding of the regenerative paradigm in tourism for both practitioners and tourism scholars. How can regenerative tourism principles be identified and transformative for a tourism provider?

We propose a preliminary the model of Regenerative Tourism Integration (RTIM): principles of regenerative tourism, integration strategies and scientific approaches alignment framework. The RTIM serves as a comprehensive framework for implementing regenerative tourism principles. It provides a structured approach to bridge the gap between theory and practice while contributing to the broader understanding and advancement of regenerative tourism and community-centered destination stewardship. This is explored and exemplified through within a qualitative research design of two empirical cases from Norway: a culture-based farm involving a diversity of initiatives and a diving club within a marine protected area, respectively.

Hence, through empirical case analysis we contribute to understanding regenerative tourism in the context of Norwegian communities. Moreover, our work contributes to the

theorizing of the expanding research field of regenerative tourism and community-centered destination stewardship."

Transformative potential of regular tourism experiences: insights from customers and service providers.

Elli Vento, Henna Konu, Katja Pasanen, Petra Blinnikka, Riitta Koivisto, Sari Minkkinen and Minna Tunkkari-Eskelinen.

"Transformative tourism refers to a tourism experience leading to long-term or permanent changes in a person's life. These transformations can commonly be considered as well-being outcomes that affect not only the individual but also the surrounding world. Hence, the potential of tourism in enhancing well-being has been recognized and transformative tourism has become a hot topic in recent tourism research (Zhao & Agyeiwaah, 2023).

The previous studies on transformative tourism have typically been conceptual analyses or examined customers' transformative experiences in the context of a tourism type that involves increased potential for transformation, such as ecotourism or spiritual tourism (Zhao & Agyeiwaah, 2023). Thus, there is a lack of understanding concerning "regular" tourism activities that do not per se aim for transformation. Additionally, although transformative tourism experience is co-created between the customer and the service provider, there is no understanding regarding transformations that the service provider may experience during the process (Teoh et al., 2021).

This study aims to contribute to the research gaps described above. The data consists of 21 longitudinal (onsite, 2-3 weeks post-experience, 3 months post-experience) customer interviews of three case studies: a communal family holiday in a rural destination, a one-hour guided tour on urban rooftops, a one-night holiday of a senior customer group, as well as the interviews of 22 Finnish service providers. The preliminary results indicate that tourism activities that do not aim for transformation can have unexpected transformative outcomes for a customer. Additionally, a service provider may go through transformation either at a professional or a personal level.

Teoh, M., Wang, Y. & Kwek, A. (2021). Conceptualising co-created transformative tourism experience: A systematic narrative review. *Journal of Hospitality and Tourism Management*, 47(2021),176-189.

Zhao, Y. & Agyeiwaah, E. (2023). Understanding tourists' transformative experience: A systematic literature review. *Journal of Hospitality and Tourism Management*, 54(2023),198-199."

10 Sustainable behavior in tourism and hospitality:

Tourists' motivation for and experiences from visiting geotourism sites.

Reidar J. Mykletun, Mathea Melandsø and Øystein Ås.

"Geotourism describes tourism where unusual and "rare" or "exotic" landscape characteristic are the attraction (Dowling & Newsome, 2018; Ólafsdóttir, 2019). It often aligns with adventure tourism (Janovskij et al., 2021). Geological attractions span wide from attractions made accessible to demanding formations possessing real risk.

Research on geotourism is young. A few studies investigated geotourism in Iceland and Sweden (Ruban, 2015), while no studies have investigated geotourism in Finland, Denmark, or Norway. The present study fills into this gap by presenting a case-study from four geological tourism attractions in Rana, Northern Norway, investigating the tourists' motivation for visiting the attraction, their understanding and interpretation of the attraction, their experiences, and their assessment of the vulnerability of the sites.

Data were collected by semi-structured interviews with a total of 23 tourists across the cases covering (1) place of residence and plan for this journey; (2) how they came across and why they visited the attraction; (3) expectations and knowledge before visiting the attraction; (4) what they learned about geology; (5) their emotional reactions to the place; (6) how they regarded the vulnerability of the place, and whether and how they tried to traverse in the area without making negative impacts on the attraction. The interviews were recorded and transcribed. The data analyses combined deductive and inductive coding in thematic analyses to identify meaningful units that might be linked to themes and finally used in describing the study outcomes.

The visits were often part of a plan and stimulated the interest of the tourists to a varying degree. Some reflected deeply over their experiences, and the majority was pleased by the experiences, took photos, and felt their visit were good fun. The tourists' awareness of protecting the attractions varied and were mainly low, although there were traces of tourists' activities."

Sustainable tourism experiences with saline food in the North Sea Region.

Katarzyna Negacz.

"Growing salt-tolerant plants and halophytes is an important component in climate change adaptation and plays a key role in the areas where soil became salinized. Saline agriculture has long been a question of great interest for food security and food sustainability. Recent developments in saline agriculture in the North Sea region highlighted the need for exploring how saline food can contribute to sustainable tourism experiences. While

multiple studies explore levels of salt tolerance of plants, there is an urgent need to analyse strategies for developing saline food as a sustainable tourism experience.

This paper analyses the potential of saline food for a sustainable culinary experience and assesses the most effective strategies for sustainable tourism experiences in the North Sea Region including saline food. First, the study describes characteristics of saline food based on the literature review and expert interviews. Second, we investigate strategies for developing saline food as a sustainable tourism experience based on a survey conducted among tourists. Third, we evaluate the advantages and disadvantages of analyzed strategies and formulate recommendations for experience providers.

The preliminary results show that there are various definitions of saline food. The analysis reveals diverse levels of historic cultural heritage, the influence of slow food trends, and willingness to pay which determines the most effective strategies for developing saline food as a sustainable tourism experience."

Local on the Menu - Nudging Tourists to Consume Local Food.

Sarah Seidel.

"It is long known that engaging tourists to consume local food products during their stay tends to be beneficial for the destination on all three sustainability dimensions. To shortly mention some benefits: On the environmental dimension, the transport and production chain stays short, on a social level it is a social activity and a heritage displayed in cooking or eating traditions and, finally, there is financial spending also benefiting non-tourism stakeholders.

Hence, the question is how to nudge tourists to consume local foods. Prior research has shown that there are several motivational factors why tourists would choose for local food such as getting to know the destination and culture they visit, social interaction with locals and authentic experiences as well as supporting local businesses. Beside this, local food in general is often linked to be healthier, fresher and having a better quality.

However, are these motivators also influencing tourists when they choose a dish in a restaurant? Most tourists will eat in restaurants or similar hospitality providers (spending 25-40 percent of their holiday budget). Hence, this research specifically focussed on the development of menus and manipulated the menus to correspond to the different motivators stated above. On the basis of this, the change in demand was measured and short interviews with the guests were conducted to validate if the display of the "local factors" influenced the choice for a specific dish. First outcomes are varied but show that the influence is less a conscious decision based on the motivators above, but that the motivators rather lead to an attitude / feeling towards the product which influences the choice."

Understanding Tourist Engagement with Consumption Reduction: Insights from Eye-Tracking.

Shiva Ghorban Nejad.

"The urgency of advancing sustainability goals in the tourism industry necessitates innovative approaches that effectively influence tourist pro-environmental behavior, especially regarding consumption reduction. This study employs eye-tracking technology to analyze how Norwegian tourists engage with marketing communications aimed at promoting reduced consumption. The research identifies the visual and informational elements that most effectively capture attention and encourage consideration of sustainable options. The goal is to understand tourist engagement with consumption reduction cues in advertising and develop more effective strategies for promoting consumption reduction in tourism and hospitality settings within affluent countries like Norway.

Integrating the Theory of Planned Behavior with Visual Attention Theory, this study explores the alignment between tourists' intentions to reduce consumption and their attention to relevant cues in advertising. Advanced eye-tracking technology will be used to record metrics such as areas of interest and measure visual engagement comprehensively. Additionally, surveys administered before and after the eye-tracking sessions will assess changes in attitudes and intentions concerning sustainable tourism practices focused on consumption reduction. The anticipated findings are expected to provide valuable insights for researchers, tourism marketers, and policymakers. These insights will aid in designing more effective sustainability campaigns that resonate with consumer perceptions and encourage significant behavioral changes, particularly reduced consumption."

Towards Green Transition of Museums.

Anette Therkelsen.

"The purpose of this research is to understand how museums approach sustainable development, the opportunities and barriers they encounter and ways in which they overcome such barriers. Eco-certification has been central in the academic discussion and tourism industry practice of green transition for the past decades, though less so in relation to attractions and museums. Whereas certification may be useful for greening the internal operations of tourism businesses, a more multi-faceted framework is needed to encompass customer and broader environmental relations as well. Therefore, this study adopts the framework of carbon, green service and regenerative literacy (Becken & Coghlan, 2024) in understanding the green transition of museums, and argues that the characteristics of museums point towards opportunities, barriers and ways out particular to this type of tourism business.

The study is based on (so far) 12 qualitative interviews with small and medium-sized Danish museums. Preliminary findings show, firstly, that all museums demonstrate a degree of carbon literacy, particularly optimizing energy efficiency, though listed buildings are an obstacle to such measures. Certification is considered a valuable tool towards this end by some, however, most are hesitant towards certification due to lack of resources and doubts about market value. Secondly, several museums have a reactive approach to green customer services, which rests with limited market knowledge but also with doubts whether the authentic, historical experience may be compromised by sustainability actions. A more proactive approach is detectable among a few museums, as they aim at inspiring green actions among their guests – an ambition that may be an effect of their educational purpose. This seems to link up with regenerative literacy, as this ambition is argued in the context of protecting nature and natural resources, including the biodiversity of surrounding areas."

A behavioural approach to promoting sustainable mobility among Mountain-Bike Tourists in Sweden.

Samudika Perera, Maria Lexhagen and Dimitri Ioannides.

"Mountain-Bike (MTB) Tourism has experienced significant growth in European alpine destinations, including Sweden. This growing form of tourism sector's contribution to climate change is exacerbated by MTB tourists' reliance on private motorized modes in their mobility behaviours, posing a significant threat to its sustainable tourism future. To encourage a modal shift towards climate -friendly mobility alternatives among MTB tourists, a consumer-centric behavioural approach is proposed, considering its limited application in tourist mobility studies. Accordingly, we examine how the concurrent influence of MTB tourists' socio-psychological dispositions informs their intentions to engage in sustainable inter-destination mobility behaviours. Furthermore, we analyze the discrepancies that exist between the tourists' socio-psychological dispositions and their intentions and the underlying reasons explaining such gaps. The socio-psychological dispositions such as MTB tourists' travelling habits, their perceived mobility infrastructural needs, environmental values, goals related to sustainable mobility, and enduring involvement in mountain biking are discussed.

The theories of Goal framing theory, Theory of Planned Behaviour, Cognitive Dissonance Theory and Attribution theory are employed in this project. Two research studies are designed based on an explanatory sequential mixed-method research design. The first study adopts a quantitative approach with a conditional mediation analysis in Partial Least Squares Structural Equation Modelling to analyze the combined influence of socio-psychological dispositions on MTB tourists' intention to engage in sustainable inter-destination mobility behaviours. The second study employs a qualitative laddering technique based on semi-structured interviews to analyze the discrepancies that exist between MTB tourists' socio-psychological dispositions and their sustainable inter-destination mobility intentions.

We intend to provide insights into how the sustainable accessibility to (selected) mountain bike destinations in Sweden, functions and is experienced by mountain bike tourists, driving their choice and compliance towards them. These findings can be used to promote sustainable mobility behaviours among this tourist segment and further develop sustainable mobility infrastructures reaching MTB destinations in Sweden."

Keeping calm on the tourism rollercoaster: resident attitudes and perceptions.

Guðrún Helgadóttir, Eyrún Jenný Bjarnadóttir, Georgette Leah Burns and Guðrún Þóra Gunnarsdóttir.

"The increase in international visitation to Iceland between 2010 and 2019 led to concern that the number of visitors superseded perceived social, cultural, and environmental sustainability. However, when international tourism arrivals collapsed during the Covid-19 pandemic the agenda shifted from responding to overtourism to dealing with undertourism and recovery from recession where demand falls far below supply. In 2023, two years after the lowest arrivals in 2021, the international arrivals rose to surpass pre-pandemic levels. This rapid rise and fall of international tourism arrivals begs the question of whether residents' perceptions of, and attitudes toward, tourism in their daily environment changed or remained stable through the roller coaster ride.

We address this question through a review of longitudinal mixed-method research conducted from 2014 to 2022 on resident perceptions of and attitudes to tourism in Iceland as a measure of social impact. The results demonstrate that in Iceland, resident attitudes remained stable during the swing from tourism growth to a sudden recession. The mixed-method approach uncovered important distinctions in resident perceptions and attitudes on local community level and, due to the longitudinal nature of the data, offers a unique opportunity to investigate how residents relate to the swinging fortunes of tourism development."

Destination brand value and Green Transition: sustainability dimension.

Maria Lexhagen and Tatiana Chekalina.

The project aims to explore the link between destination branding, tourism experiences, and the green transition of the tourism sector. It focuses on four key areas: a) investigating how visitors experience the sustainability of destination offerings; b) understanding how this experience impacts the perceived value of destination experience; c) examining how destination branding can encourage sustainable tourism behavior, thereby enhancing brand value and aiding the industry's green transition; d) exploring how tourism companies can leverage insights into drivers of tourist experience value to facilitate this transition. The project currently conducted in collaboration with Höga Kusten destination in Sweden seeks to extend the conceptual understanding of customer-based destination brand equity (CBD BE) by integrating the perceptions of sustainability value of destination brands. The

background of the project concerns the challenges, which the tourism industry face in matching its green transition in relation to tourists' increasing and changing demand for sustainable destination experiences, tourists' acceptance of personal responsibility, actual behavior and perceived value of a sustainable tourism stay. To meet these challenges, companies and other destination actors need to understand the tourists' sustainable behavior, follow its changes and use the knowledge for building an attractive brand. In the current stage of the project, by utilizing brand and customer value theories, we design a web-based experiment to examine how perceptions of destination sustainability influence guest experiences. The projects' main theoretical contribution relates to the extension of the CBDBE model by integrating the dimension of sustainability in experience value. The managerial implications of project findings can advance green transition in the tourism industry, enhance the understanding of the role, which destination brands play in encouraging sustainable behavior and fostering responsible guest practices. The activities in the project will also include the development of an evaluation tool and a concept sketch for a web-based app.

Estimating Effects of Tourism using Multiple Data Sources: The Miranda Tool as Part of a Spatial Decision Support System for Sustainable Destination Development.

Tobias Heldt, Omar Alnyme and Daniel Brandt.

"Planning for sustainable mobility and destination development in rural areas is increasingly important when tourism grows in numbers. A key to address the challenge of transformation and adaptation of local communities to mitigate adverse effects in seasonal peak hours like traffic congestion, power failure, waste management and sewage flooding, is to properly estimate the number of visitors to a destination.

The problem of estimating tourism numbers is a known challenge since, for example, guest nights statistics are in-complete and non-commercial lodging (sharing solutions) are increasing. Recently, the promising utilization of mobile phone data has emerged to estimate tourism volumes. Additionally, sewage data and speed camera records stand out as two alternative data sources capable of indicating tourism activity.

This paper aims to introduce the Miranda-tool and its associated methodology, which together enhance the accuracy of estimating tourism volumes and their economic impacts using the newly developed GIS-based DUGIS-platform. The Miranda-tool embodies both a technical GIS platform that brings together diverse data sources to estimate and present the economic effects of tourism and a procedural methodology guiding the collection of data sources and necessary stakeholder collaboration within the tourism planning framework.

Using Sweden's No1 winter tourism destination as a case study, this paper illustrates the Miranda-tool's potential as a Spatial Decision Support System for both sustainable tourism

and transport infrastructure planning. In conclusion, the Miranda tool holds potential for enhancing the comprehension of tourism volumes and their associated impacts, particularly in early-stage strategic planning processes."

11 Toward Sustainable and Resilient Tourism: Economic and Management Perspectives:

The VIP of Reputation: A framework promoting Sustainability in Tourism.

Hildegunn Loftesnes.

"Problem statement: Organizational reputation related to sustainability has been a burgeoning field of research in recent years due to increasing awareness of environmental, social, and ethical issues, and further research is needed.

Aim: This study aims to further refine and validate The VIP of Reputation: Value-based Identity Perspective of Reputation (Loftesnes, 2017) within the tourism industry. Unlike conventional measurement tools that assess organizational identity and reputation as separate entities, the proposed conceptual framework enables both assessment and comparison of these constructs, through a foundational value-perspective, thereby facilitating and ensuring sustainable organizational practices across multiple dimensions.

Theoretical framework: Organizational reputation, identity, and values are pivotal theoretical constructs within the discourse on sustainability. Stakeholder management is indeed foundational in achieving sustainable and organizational success.

Methodology: Drawing upon Eisenhardt's (1989) variance-based qualitative research design, this study employs a methodological approach similar to Loftesnes (2019), which utilized a single-case design. In this instance, a multiple-case study design is adopted, wherein four organizations within the tourism industry, advocating organizational values, are selected through theoretical sampling. This approach allows for replication within the category (Eisenhardt, 1989).

Theoretical contributions: The paper addresses significant theoretical challenges associated with measuring organizational identity and reputation while providing methodological recommendations to address these challenges. Constructs, propositions, and underlying theoretical arguments elucidate the inherent logic of the phenomenon (Gehman et al., 2018).

Managerial implications: By considering dimensions of reputation alongside stakeholders' diverse values and priorities, organizations can better realize their defined organizational values across critical stakeholder groups. Consequently, this facilitates the cultivation of a robust and favorable reputation, fostering sustainability both within the organization and across the broader tourism industry.

Results and conclusions: Work in progress"

Understanding compliance to funding models of open access tourism products.

Jana Brehmer, Tobias Heldt and Peter Fredman.

"Providers of open access tourism products have to rely on visitors complying to their funding model. Visitor monitoring is often seen as cumbersome and challenging considering geographic remoteness and multiple entry and exit point. Within a Swedish context, funding models are also restricted due to the Public Right of Access to nature (*Allemansrätten*). Swedish trail providers, offering activities such as cross-country skiing, are therefore dependent on the tourist's willingness to pay (WtP) for trail passes and their compliance to the presented funding model. Understanding visitors' perception and acceptance (or disapproval) to a funding model of an open access tourism product becomes crucial for trail providers to develop an attractive trail product.

With an inductive approach including semi-structured interviews, this study aims to develop a better understanding of visitors' perception of trail pass systems and possibly identify motivations why visitors comply/ not comply to a trail pass system for cross-country skiing in two Swedish tourist resorts. With so far mainly quantitative studies about cross-country skiers' compliance to funding models, a qualitative approach provides more in-depth knowledge and fills a significant gap in the literature.

Participants are recruited via a preceding survey with the incentive of a gift voucher to participate in a follow-up interview. Qualitative content analysis is used to analyse 15 interviews with focus on visitors' perception of the funding models and reasons for compliance to those. Insights about drivers for non-compliance are seen as especially relevant for this study.

Limitations in terms of possible social desirability bias and language barriers during the interviews are discussed and assessed."

Garbage Odysseys: Navigating the fickle institutional context of waste management by Zanzibari hotels.

Adriana Budeanu and Szilvia Gyimothy Mørup-Petersen.

This paper addresses the wicked problem of waste management in tourism in the Global South. Despite the abundance of green labels and sustainability pledges, tourism and hospitality operators accumulate huge volumes of waste, while tourists themselves are generally oblivious to challenges related to food and plastic waste or excessive resource (water, energy) consumption. Current research presents hotel operators in the Global South as weak or opportunistic agents, who merely reproduce greenwashing claims and exploit tumultuous local institutional /policy contexts instead of adopting truly sustainable practices. Based on an extensive fieldwork, survey data and qualitative interviews among operations managers on the island of Zanzibar, this article offers a more refined analysis of fickle sustainability performance and reports high variance among individual and organizational practices. By adapting institutional logic (Hoffman, A., 2001; Silva & Figueiredo, 2017) and Adner's (2016) notion of ecosystems as an analytical framework, this study maps co-existent waste accumulation, waste handling and waste valorization constellations of independently operated and franchise hotels. The paper is concluded by offering a typology of managerial responsabilization strategies to effectively navigate turbulent regulatory and social environments around waste management.

Engaging Hearts and Hands: Exploring Parental Volunteering at a Musical Theater School.

Elsa Kristiansen and Ingunn Elvekrok.

"Volunteers are integral to the successful organization of both sports and cultural events, with extensive research highlighting the motivations behind volunteering at large-scale functions. Yet, volunteers also play a crucial role in smaller, more personal events, such as those designed for children's activities. To ensure sustained engagement from volunteers, particularly parents, event organizers must create an environment that is both rewarding and sustainable for volunteers and children alike.

This article is based on a case study of a musical theater school located near Oslo, which is a private, inter-municipal, and production-oriented institution for children and youth. Parental involvement is essential to the production process, driven by both a need for assistance and a desire to create shared experiences between parents and their offspring. Utilizing theories of social identity, volunteering, and sustainable experience design, this analysis examines the varied motivations for parental volunteerism in the development of the production, their perceptions of volunteering, and their reasons for ongoing commitment to the event. The investigation employs observations and in-depth interviews with stakeholders involved in the theater production.

Preliminary findings suggest that although parents may initially be ambivalent about the requirement for volunteer participation as a condition for their child's enrollment, active

involvement leads to a transformative experience. This process culminates in the event showcasing their children's performances, fostering a deeper connection to both the musical theater as an institution, and to its charismatic leader. It is observed that former student participants often remain involved as instructors and helpers, and parents continue their support even after their children have moved on from the school.

This research offers valuable insights into the dynamics of volunteer engagement in minor, local events, with a particular focus on parental involvement within cultural and educational contexts. This is important not only to understand social benefits of parent volunteerism in children activities, but also because volunteer involvement in local productions like this is crucial for the survival and sustainability of the event."

Overtourism in Swedish island destinations: how the residents perceive it?

Saeid Abbasian and Gustaf Onn.

"Overtourism in Swedish island destinations: how the residents perceive it?"

Islands, especially small islands, due to their geographic position, are vulnerable for tourism development and are extra sensitive for unsustainable tourism i.e., overtourism (Butler and Dodds, 2022). Sweden has the largest number of islands in the world (Statista, 2024) which makes it relevant for research on overtourism on islands. This study aims to investigate how the risk of overtourism is perceived by people in two major Swedish archipelago regions, Stockholm and Gothenburg. The theoretical point of departure is the Social Carrying Capacity (Brandolini et al., 2004) that put the number of tourists in relationship with the host destination's tolerance limits and impact perception. The study has a mixed-methods approach based on 477 surveys online with permanent and semi-permanent residents (second-home owners), and six in-depth interviews. The results confirm that although a majority believe that tourism would not create problem for their islands in the future, still a majority believe that number of tourists can become so large during the peak season that it creates a series of problem for them and for the tourists themselves. This skepticism is much higher among residents in Gothenburg islands. The survey respondents and the six interviewees also give suggestions to how make the tourism more sustainable on their islands. A conclusion here is that residents in Gothenburg islands may resist a future tourism development on their islands.

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Dissecting the role of destination sustainability in shaping visitors' perceived value.

Nigel Halpern and Deodat Mwesiumo.

Sustainability is an increasingly important issue among consumers, including travellers, as awareness and concern for environmental, social, and economic impacts grow. This heightened consciousness has led to a demand for destinations that not only offer memorable experiences but also adhere to principles of sustainability. This study examines the relationship between destination sustainability and visitors' perceived value. Specifically, it explores how various dimensions of sustainability — environmental, social, economic, and institutional — affect visitor perceptions and value assessments. Through a dataset consisting of 639 respondents and the application of partial least squares structural equation modeling, the analysis evaluates the influence of these dimensions on the perceived value of destinations across economic, social, and epistemic domains. The analysis reveals a differentiated impact of sustainability dimensions on perceived value. Environmental sustainability predominantly influences social value perceptions among visitors. Social sustainability stands out for its universal effect across all dimensions of perceived value, affirming its essential role in shaping visitor experiences. Economic sustainability significantly enhances economic and epistemic value perceptions. Institutional sustainability impacts both epistemic and social values, highlighting its multifaceted role. The study further employs importance-performance map analysis to prioritise the dimensions of sustainability that drive perceived value in tourism. Results show that in determining visitors' perceived value, social sustainability is key for perceived social value, economic sustainability for perceived economic value, and institutional sustainability for perceived epistemic value. By examining the effects of sustainability on visitor perceived value, this research not only enriches the academic discourse on sustainable tourism but also provides valuable insights for destination managers and policymakers.

Exploring success factors and barriers in achieving sustainable events: A comparative analysis of an environmentally friendly music festival and a non-green socially responsive event.

Jonas Karlsen Åstrøm and Kjersti Ruud Walaas.

"Problem statement

While music festivals are increasingly adopting environmentally friendly practices, there is a lack of understanding of the key factors contributing to the success of such green and/or sustainable events, particularly when compared to the challenges faced by socially responsive events that don't prioritize environmental sustainability.

Aim

This study aims to identify the success factors of an environmentally friendly best-case music festival in Oslo and compare these to what barriers might exist for another socially responsive event not marketed as green.

Theory

Crises are typical and endemic in tourism, and the COVID-19 pandemic showed how unprepared the industry was for an unprecedented crisis (Cheer et al., 2021). However, tourism is one of the most polluting industries (Demeter et al., 2023), and most tourism businesses are likely aware of the environmental crisis involving issues such as biodiversity degradation, plastic pollution, and climate gas emissions. Therefore, some of the world's oldest tourist attractions, festivals and events, are "going green" to share in their responsibility to combat these crises and become more sustainable. However, environmental challenges are not the only dimension of sustainable development. While there are several studies on events and their environmental effects, studies of the social dimension of sustainability in events are still lacking (Mair & Smith, 2022). Furthermore, there is a lack of studies understanding the barriers for event promoters for events not marketed as "green" or engaging in pro-environmental friendly strategies (Alonso-Vazquez & Ballico, 2021).

Material and method

This study will use long interviews with event managers from two major events, a music festival and a pride event in Oslo, Norway, as empirical material.

Results: The data is yet to be analyzed.

Conclusions (if applicable): Not applicable yet."

Transformation of the Burqa: From Symbol of Disempowerment to Empowerment Tool in Qeshm Island, Iran.

Adel Nikjoo, Ahmad Nadalian, Afsaneh Ehsani, Fatemeh Khangah, Tahereh Gurani and Mohammadreza Salehi.

Women in Islamic societies are heterogeneous. Since the issue of Hijab has Islamic references, the dominant way women keep their hijab varies regionally and is more related to culture and social constructs than religion. The Burqa is a type of facial veil that women in some regions, including Qeshm Island in Iran, wear primarily to cover their faces from unfamiliar men. Through ethnography-oriented methods, including observation and interviews, this study discusses the transformation of the Burqa from a tool of women's disempowerment to an empowerment tool following the emergence of tourism in the

region. Our findings reveal three stages: acceptance, rejection, and reconciliation. Traditionally, women on Qeshm Island wore the Burqa primarily due to pressure from socio-cultural norms. Factors like increased internet access, education, and generational shifts have gradually pushed society towards more secular values. Women began rejecting the Burqa, viewing it as an item that restricted their freedom. However, with the rise of tourism, tourists began valuing the Burqa as a cultural object. This created an opportunity for local women to produce Burqas in different styles based on tourist preferences. This shift in the Burqa's function, from a covering item to an aesthetic handicraft, has opened economic avenues that empower local women through direct income and increased social interactions. We conclude that the commodification of culture can be positive if it emancipates a group of people from inequality. Furthermore, the commodification of culture can sometimes be a form of cultural resilience, not only preserving cultural elements of a society but also pushing them towards a better socio-economic equilibrium.

The role of economic complexity for the resilience of tourism industries.

Sigbjørn L. Tveteraas, Jinghua Xie and John Arngrim Hunnes.

Resilience in tourism has been on the research agenda of late, particularly the question of why some destinations is highly vulnerable to shocks (Alvarez, Bahja, & Fyall, 2022). This study adds to this research by exploring the role of economic complexity in the resilience of tourism industries. Economic complexity can be viewed as a measure of the diversity of capabilities present in a destination's tourism industry (Hidalgo & Hausmann, 2009). Developing capabilities expands the tourist industries' possibilities to recombine resources, thus paving the way to more sophisticated processes and products. The capabilities in a destination's tourism industry are part of the regional preconditions and increase the opportunity space for change (Grillitsch and Sotarauta, 2020). Attaining new capabilities enables firms in a destination to develop and offer higher-value products. Moreover, it enhances their ability to innovate and adapt during crises. The diversity of capabilities that builds economic complexity relies on specialized knowledge and technology. In this study, we propose that the limited extent of the tourism markets due to seasonality and fluctuations, curtail the degree of specialization that firms can undertake. Further, we propose that the large number of micro, small, and medium-sized firms in the tourism industries creates a modular system, fit to bounce back from crisis, but poorly fit to bounce forward. The latter claim stems from the relatively few capabilities that smaller firms possess, thus limiting the regional preconditions and change agency in a destination. The study discusses implications of these propositions in relation to tourism policy.

Climate Change Social Norms and Capital Structure for Tourism and Hospitality Firms.

Jinghua Xie, Marius Sikveland and Dengjun Zhang.

"The research delves into how climate change social norms (CCSNs) shape the firms' capital structure in the US tourism and hospitality sector. As Bridge (2021) elucidates, climate change ethics involves firm's considerations of responsibility and stewardship in

the context of climate change. At the same time, a firm's financial resources significantly influence its Corporate Social Responsibilities (CSR) initiatives (Hong et al., 2012). Limited liquidity may hinder firms from engaging in environmental CSR activities (Zhang, Kanagaretnam, & Gao (2024), while improved environmental risk management might be negatively associated with a firm's cost of capital (Sharfman & Fernando, 2008). Firms are advised to allocate their financial resources and flexibility towards disaster preparedness (Collier & Ragin, 2022).

To measure CCSN influence, we employ CCSN data at the county level as a proxy. This data is obtained from Yale Climate Opinions Maps, while financial data for US public firms in the tourism and hospitality sector is extracted from Compustat. Capital structure is represented by the choice of long-term debt and short-term debt, both relative to total assets, and liquidity. Utilizing a Fixed effects panel data model in the estimation, we control for various factors influencing firms' capital structure as per existing literature.

Beyond impacting firms' climate change responses, CCSN could also affect lending decisions made by financial institution. Accordingly, we hypothesize that CCSNs affect firms' capital structure through the choice of long-term and short-term debt and the proportion of short-term debt to current assets. Our empirical findings underscore the significant role of CCSNs on capital structure, underscoring the importance for firms to integrate societal climate perceptions into their financing strategies and for financial institutions to incorporate these perceptions into their loan screening processes."

A development and conceptualization of a sustainable tourism typology with value creation.

Yuhanis ab aziz.

This paper seeks to conceptualize an integration of sustainable tourism typology and value creation. It emphasizes tourist sustainability practices as crucial contextual considerations when designing the typology. The study expands on previous research on sustainability practice models and tourism research by applying sustainable development theory, stakeholder theory, and social exchange theory to produce a typology of sustainable business models in tourism firms. Four typologies have been identified: (1) environmental stewardship, (2) cultural respect, (3) economic viability, and (4) constant monitoring and adaptation. The typology adds to the literature by distinguishing various types of sustainability practices in the tourism industry. The identified theme has aided in the development of the proposed value creation typology, which includes economic values, social value, environmental value, experiential value, and emotional and psychological value, as well as theoretically grounding the sustainable tourism business model concept, which was previously thought to be lacking in sustainable model research. These conceptual typologies offer useful insights and guiding principles for tourism stakeholders as they design and implement sustainable tourism policies, strategies, and practices that balance economic, social, and environmental factors. The proposed

typology provides a snapshot of the framework for how tourism stakeholders might affect the delivery of outstanding experiences to tourists.

Using digital solutions to create socially smart villages and destinations.

Laila Gibson, Lotta Braunerhielm and Pernille K. Andersson.

"There is a need for digital innovation initiatives in rural areas, where development has been marginalised in favour of urban development. The aim of the research presented in this session, is to contribute with methods for rural sustainable tourism and community development, using place-based digital solutions.

Our research is based on a geomedia perspective, studying the relationship between people, places and technology. This is combined with theories focusing on service design, and value-creating processes. Our method is based on Participatory Action Research (PAR), where we use a place-based approach for innovation in a broader context with the result of developing digital services or solutions adapted to suit local communities. The method has been developed during several years of our research, albeit in a wider sense where tourism development is put in the context of a general notion of sustainable community development.

Using this approach, our current research project 'Smart Villages in Sweden' has resulted in concepts and prototypes for digital solutions that addresses local challenges and needs. Two communities and the surrounding countryside in a Swedish county are our cases in this research project. We are carrying out the third and last work package of the project, which involves conceptualising and testing digital solutions. During this session we will present the project's results and conclusions drawn.

The results show that basic community and visitor information and adding narratives about the local social life, are prioritised by the local community, over developing digital visitor experiences. The need for socially stronger communities is evident, as well as a need for more human interaction. In order to create socially smart villages, we argue that social capital needs to be strengthened, by investing in digital solutions enhancing local identity and social culture as well as consciously include tools for human interaction."

Economic Impacts of Tourism Demand on the European Food and Accommodation Industry.

Fikru K. Alemayehu, Subal C. Kumbhakar and Gudbrand Lien.

"Sustainability strategies have become central topics in the literature on tourism development, given the significant increase in tourism demand in Europe. This study

examines the economic (cost) impact of increased tourism demand on the European Food and Accommodation Industry. We employed three distinct models — pooled linear regression, flexible nonparametric, and semiparametric smooth coefficients — using data spanning European countries from 2005 to 2020. Our findings reveal the heterogeneous impacts of tourist arrivals and length of stay on costs. Although the direct effects were predominantly positive, the indirect effects were found to be negative, resulting in a minor overall negative effect on the average. Furthermore, the study highlights the nuanced impacts of tourist arrivals and length of stay depending on specific contexts. Specifically, we found that the proportion of domestic tourists has a notable impact on costs, revealing that higher proportions are linked to lower direct costs but higher indirect costs on average. These findings provide valuable insights for industry stakeholders and policymakers alike."

12 Work Inclusiveness in Tourism and Hospitality (WITH) – shaping the future of work in tourism and hospitality:

Chefs navigating, surviving and rejecting occupational socialisation.

Åse Helene Bakkevig Dagsland, Richard N. S. Robinson and Matthew L. Brenner.

"Amidst post-COVID labour and skills shortages the hospitality industry needs to consider a retention perspective to arrest the haemorrhaging of staff, particularly in key occupations. Cookery is an occupation which in many developed nations suffers from declining completion rates during the apprentice/trainee phase, as entrants are socialised into the rigors and realities of professional kitchens. The aim of this study, and with a retention focus, is to examine the process by which young entrants are socialised into and enact their agency to negotiate (accept or reject), dominant occupational norms. How do they express/understand this process and how do they navigate or use their agency to come to terms with these cultures?"

In this study using semi-structured interview data from culinary entrants in Norway and Australia, these experiences of the occupational socialisation process are examined.

Building on recent literature of youth employment experiences in tourism (Robinson et al., 2019; Walmsley, 2015) and hospitality (Rydzik & Kisson, 2022), this paper theoretically advances the gap in understanding in relation to the processes, and practices, mobilised in socialising occupational entrants. This study, guided by social constructionism, demonstrates that young entrants enact significant agency in grappling with, resisting, and navigating the occupational socialisation process in professional kitchens, which challenges normative positive socialisation discourses (Feij et al., 1995) and supports more recent 'traumatised' narratives (Ballantyne & Retell, 2020). The themes emerging from the analysis reveal three original hitherto unidentified, distinct, and linear stages of this process, a three-stage continuum: inculcation/awareness, attitudinal/behavioural/emotional responses, and navigation/survival.

In relation to the work environment (stage one) it would be valuable to further examine the organisation structures present, or not, such as a formal human resource component. Such structures would be expected to help reduce, or through a proper induction into the organisation, better prepare entrants for the aspects of the work environment which can foster many of the negative responses identified in stage two. Further, a larger qualitative study is warranted particularly focused on correlating various aspects of the work environment and personal attributes of the entrants with the occurrence of the positive and negative responses identified in stage three."

Grasping future hospitality leaders' essential skills and competencies: A qualitative inquiry from the perspective of General Managers in Norway.

Annie Haver, Atiyeh Kheirabi and Armin Joneidi.

"The hospitality industry is constantly evolving, which presents challenges from changing customer and employee preferences to technological advancements. Future leaders in the hospitality industry must therefore equip themselves with essential competencies in strategic and technological development while adeptly managing evolving guest and employee expectations. This will probably necessitate a re-evaluation and re-imagining of future leadership styles in the hospitality industry, which needs to be further explored.

This study aims to explore what essential competencies future leaders in the hotel industry need, and the leadership challenges they will face if these competencies are lacking. Inspired by Bharwani and Talib's (2017) competency framework, we conducted semi-structured, individual interviews including 14 experienced general managers from the Norwegian hotel industry. Hotel and informant selection criteria encompassed three key factors: 1) General manager with substantial experience in the hotel industry ensuring a diverse perception of leadership competencies and skills, 2) Hotels with a minimum of 160 rooms to represent larger establishments and guarantee varied challenges and responsibilities with substantial employee groups, and 3) Hotels situated in Norway's five largest cities.

Key findings from the data analysis underscored the significance of future leaders' communication, problem-solving, and self-management skills. Additionally, innovative thinking, adeptness in managing diversity, robust interpersonal skills, and the ability to inspire high performance among employees emerged as important skills. Moreover, situational leadership emerged as a pivotal aspect, underlining the necessity of adaptable leadership skills tailored to diverse hotel needs. Our study extends Bharwani and Talib's competency framework by emphasizing the significance of education and experience, understanding culture and language emotionally, and the cultivation of creativity skills in future leaders. These findings are relevant for both current and aspiring leaders in the hotel

industry, empathizing the necessity of possessing a diverse skill set for succeed in this context."

Addressing critical issues of hospitality work: Insights from a Delphi study.

Olga Gjerald, Richard N. S. Robinson, Tom Baum, Tone T. Linge, Anastasios Hadjisolomou and Xander Lub.

"Problem Statement: The hospitality industry faces significant challenges impacting employee satisfaction and operational quality. Addressing these challenges is critical to improving work conditions and ensuring the sector's sustainable growth.

Aim: This study systematically identifies and prioritizes the most pressing issues in hospitality work today, employing a collaborative Delphi method involving hospitality employment researchers around the world.

Theory and method: The Delphi method, a structured technique of gathering group consensus from a panel of experts, is used to systematically solicit and refine the views on the most critical issues across multiple rounds. A non-probability intentionally stratified sampling technique was used to invite hospitality researchers from different parts of the world. The study was conducted over three rounds. In the first round, 162 global experts of hospitality and tourism employment research were asked to list top ten most critical issues in hospitality work today, generating 1120 instances which were subsequently analyzed and reduced to 15 categories. In the second round, 96 experts ranked and rated these 15 categories to refine the priorities further. In the third round, 96 experts are asked to propose resolutions to the prioritized issues, and data collection for this round is currently ongoing.

Results: The primary issues identified by the expert panel were inadequate pay, poor working conditions, and ineffective management. Additional insights revealed deep-rooted structural problems underlying many employment challenges. There were also varying opinions on the significance of digital transformation and environmental sustainability in the industry.

Conclusions: The findings are being utilized to draft a "Manifesto for Hospitality Work", which will articulate the collective expert opinions on the identified issues. This manifesto aims to influence policy and practice, guiding improvements across the hospitality sector."

Effects of favoritism on psychological capital and employee engagement in the Norwegian hospitality industry.

Huseyin Arasli and Omar Faruk.

"This study critically examines the effects of favoritism on psychological capital and employee engagement in the Norwegian hospitality industry, focusing on the perspective of foreign employees. The main objective is to uncover the underlying mechanisms that influence the observed effects of favoritism. The literature suggests that the mediating role of psychological capital (PsyCap) — encompassing hope, optimism, resilience and efficacy — is of central importance but has been under-researched regarding its mitigating impacts. In this preliminary investigation, a pilot dataset of 200 entries from a broader research project is used to capture the early influences of favoritism on employee engagement potential.

Our preliminary results show that favoritism exerts a significant negative influence on workplace engagement both directly and indirectly via PsyCap. Despite the buffering effect of PsyCap, favoritism significantly undermines workplace engagement. Nevertheless, PsyCap plays a critical role in mitigating the negative effects of favoritism.

These findings are helpful in developing strategies that counteract the negative effects of favoritism to improve employee engagement, promote well-being, and increase the profitability and sustainability of hospitality organizations."

Intersectional perspectives on sexual harassment in Norwegian hospitality workplaces.

Tone Therese Linge, Olga Gjerald, Kai Victor Myrnes-Hansen, Åse Helene Bakkevig Dagsland and Trude Furunes.

"Problem Statement: The occurrence of sexual harassment is disturbingly high in the hospitality and tourism sector when compared to other industries. Previous studies addressing workplace sexual harassment have largely overlooked intersectional perspectives that are important to understand how individual workers navigate their composite experiences and create coping strategies within the workplace.

Aim: This ongoing study explores how hospitality workers in Norway experience workplace sexual harassment through the lens of intersectionality. The study aims to shed light on how sexual harassment is identified and understood through focusing on groups that have previously been overlooked in studies of sexual harassment, such as men/masculinity issues, workers identifying as part of the LGBTQI+ community, and migrant workers.

Theory: Intersectional perspectives contribute to gain a deeper understanding of how the intersection of gender and other identities create differing experiences and understandings of workplace sexual harassment. Exploring gender perspectives includes addressing issues of masculinity, viewing masculinities as plural, and as contextually dependent patterns of practice that must be understood within existing power systems.

Method: Semi-structured interviews will be conducted with approximately 10 participants who will purposively selected based on three main intersection criteria: Hospitality workers who identify with the LGBTQI+ community, migrant workers and/or male workers. The interviews will be transcribed and thematically analyzed using NVivo software program.

Results: This project is still ongoing, and the semi-structured interviews will be conducted from May-September 2024.

Conclusion: The results of this study will contribute to increase our knowledge and understanding of a previously under researched area, namely how intersectional perspectives can shed light on differing experiences and views of how sexual harassment is defined, understood, and managed in increasingly diverse hospitality workplaces."

Tourism global value chains' human dimension: Introducing 'paramotilities'.

Richard N.S. Robinson, Tom Baum and Adele Ladkin.

"Problem Statement: Tourism supply chains are currently being pressingly scrutinised in the context of effecting transparent auditing guidelines regarding ESG agendas, yet the focus remains firmly on (more objectively measurable) environmental sustainability dimensions (Miller, 2023). The social aspect, particularly related to the highly mobile characteristics of human labour, lags.

Aim: This paper seeks to critically problematise human labour flows along the global tourism supply, or value, chain.

Conceptual framing: We adopt, and extend on, the mobilities paradigm, previously applied to tourism and hospitality labour (see Duncan et al., 2013), which considers movement as an innate and increasingly pertinent, characteristic of the Anthropocene, and explores the means, affordances and costs of mobility both materially and ideologically. We further invoke the concept of motilities (Kaufmann et al., 2004), that is the potential capacities of moving along the global supply chain, as opposed to mobility actualities.

Key discussion points: A presumptuous underpinning in supply, and hence global value, chain research is that labour moves in a straight line from a cheaper and more plentiful origin towards, at least for the benefit of, apex organisations. This normally articulates as workers in the geographic South moving towards, if not to, the North (e.g., Terry, 2016). Nonetheless, tourism labour is as inherently mobile as the industry itself. Labour flows, and hence the value chain, also moves from North to South, from North to North, South to

South... North and South also metaphorically capture micro-mobilities, say from disadvantaged neighbourhoods to more affluent ones that function as tourism destinations. While motility is an innate human capability we problematize the enablers, disablers or choice sets within which motilities might be actualised. To capture the dynamism and complexities of (potential) mobility, or motility, within the global supply chain vis-à-vis tourism labour we coin the term para-motilities – to signify both the positive and linear ‘next to’ and ‘beside’ enabling parallel forces and also the ‘contrary’, ‘opposite’ and apposite paradoxical forces that constrain and direct.

Contributions and implications: Theoretically, para-motilities provides a frame to conceptualise the complexities and contradictions of tourism labour mobilities when set alongside global value chain narratives. Generating more granular and nuanced definitions and understandings can inform ESG policy and practice, as nascent motilities theorising is achieving (see Lin et al., 2024), facilitating more transparency and accountability across the intransigent ‘stuckness’ of ‘immobile’ tourism labour knowledge, policy and practice structures and progressing beyond now clichéd advocacy frameworks like fair work, dignity and decent work.

References:

Duncan, T., Scott, D. G., & Baum, T. (2013). The mobilities of hospitality work: An exploration of issues and debate"

Challenging Power Dynamics in Swedish Hospitality: Intersectional perspectives and strategies.

Eleonora Rossi and Tara Duncan.

"This paper aims to highlight the strategies employed by hospitality workers to actively challenge often oppressive manifestations of power in their work environment. Taking an intersectional perspective, our attention focuses on under-represented groups of hospitality workers, specifically those identifying as part of the LGBTQI+ community.

Hospitality is used as a lens because its workforce is particularly exposed to precarious work and exploitative working conditions. Consequently, the hospitality sector reports much higher prevalence of bullying, violence, and sexual harassment than many others and this is particularly the case for under-represented groups such as LGBTQI+ individuals and young people for instance. The paper will utilize a Foucauldian conceptualization of power where power is perceived as circular. Power relations are not static or unidirectional but rather dynamic and constantly negotiated. This acknowledges that individuals are not passive recipients of power but may engage in forms of resistance to challenge oppressive power structures and advocate for their rights.

Using interviews and on-going participatory data collection with hospitality staff in Stockholm, Sweden, the project aims to contribute to trans-Nordic knowledge about how front-line staff challenge and confront negative power dynamics in the hospitality sector. Part of the value of this project lies in its focus on the worker's perspective, which is expected to provide a brief "snapshot" of the current state of the Swedish hospitality industry. The paper will conclude by discussing how the outcomes of the project will provide a basis for industry, policymakers, and researchers to look beyond stereotypical understandings of negative behaviours in the hospitality industry and to see the intersectional complexity of this issue and its impact on the working lives of those affected in order to better promote safe, decent and inclusive Swedish workplaces. "

Experience of sexual harassment among migrant tourism workers in Iceland.

Magnfríður Birnu Júlíusdóttir and Eyrún Jenný Bjarnadóttir.

Despite of increased attention to workplace sexual harassment in wake of #MeToo narratives, few studies are found that use an intersectional approach on this topic. Especially there is a knowledge gap on the experience of workers who are in a more precarious position in tourism and hospitality workplaces due to some type of minority status. The paper will draw on insights gained in ongoing research in three Nordic countries on sexual harassment in tourism and hospitality workplaces as well as theoretical discussions in studies on the hierarchical position of international migrant workers in the sector. First results of interviews and participation data from migrant workers in hotels and restaurants in the Reykjavík area will be presented. The focus is on the intersection of a non-Nordic nationality and gender identity in experience of sexual harassment in Iceland, which has depended on migrant workers mainly from Eastern, Central and Southern Europe in the tourism boom. In our research the multicultural character of many workplaces today, creates a context where it is difficult to generalize about the meaning and experience of sexual harassment in the sector and best methods for prevention strategies. Gendered and national stereotypes among both guests and workmates, as well as sociocultural background in countries of origin, are all variables that are likely to impact on both understanding of what counts as sexual harassment and reactions to such behaviour in the Icelandic and other Nordic contexts.

13 Governance, policy, and destination management:

Adventure destination appraisals and self-congruity.

Elin Bolann, Nigel Halpern and Alexander F. Hem.

"Adventure destination appraisals and self-congruity: the role of hard versus soft adventure brand positioning

Our study investigates destination self-congruity and appraisals for adventure destinations under two brand positioning conditions: a destination positioned for hard adventures, and a destination positioned for soft adventures. Taking a two-condition within-participant approach in a survey based on 398 tourists, our findings show that actual self-congruity (the match between a destination image and a tourist's actual self-image) is vital to driving positive destination appraisals among hard adventurers, and that ideal self-congruity (the match between a destination image and a tourist's ideal self-image) is vital to driving positive destination appraisals among soft adventurers. Furthermore, our research reveals that a hard brand positioning enhances destination appraisals among both hard and soft adventurers, while a soft brand positioning only enhances destination appraisals among soft adventurers. Based on these findings the study concludes that destinations targeting both hard and soft adventurers should prioritize a harder destination brand position. From a theoretical perspective, our research contributes to brand positioning, self-congruity, and destination judgments as it reveals how self-congruity is central in adventure destination brand positioning and appraisals. Moreover, it provides an awareness of how a harder rather than a softer adventure destination brand positioning has the most positive effect on destination appraisals. It also adds to current theory by extending adventure tourist behavior research in the context of destination brand positioning. From a practical perspective, the study offers valuable brand positioning guidance to destinations seeking to position themselves in the increasingly competitive adventure tourism market. When destination managers understand how destination self-congruity works, it enables them to develop more effective destination brand positioning strategies."

Post-Failure Knowledge Trajectories of Innovative Tourism Startups: The policy and practice challenges of knowledge reintegration.

Isabel Rodriguez, Allan Williams and Brahim El-Habib.

"This study explores the challenges of reintegration of the vast amount of knowledge which is released after the failure of tourism innovation projects in Spain: that is how to realise this potential. It focuses on the role of various stakeholders, including public administration, private organisations, and support programs, in preserving and leveraging the knowledge acquired in these failed ventures. The research draws on a two-stage qualitative approach involving interviews with key informants from both public and private sectors agents and entrepreneurs who experienced failure. Conceptually, it addresses the public goods nature of knowledge..

In the first stage, public sector representatives highlighted the role of structured support mechanisms such as loans, grants, and technical assistance to these firms, and they also emphasised the importance of maintaining post-failure contact with entrepreneurs to reintegrate valuable knowledge into the industry. However, this goal is constrained by lack of formal commitment from entrepreneurs to share the knowledge gained from their failed ventures.

Private sector stakeholders, including incubators, accelerators, investment firms and mentors, focused on practical support like mentoring, networking, and resource access. They stressed the psychological impact of failure and advocated for a supportive ecosystem where entrepreneurs could share experiences and learn from their mistakes. Both public and private sectors recognized the specific challenges in the tourism industry that contribute to high failure rates and barriers to reintegrating knowledge.

The second stage involved interviews with individuals/startups who failed to maintain an innovative business in the tourism sector. Entrepreneurs reported mixed experiences with support from different stakeholders. Public sector support was often seen as more bureaucratic, with less emphasis on the psychological and practical aspects of entrepreneurial failure. Private investors and mentors provided more personalised and immediate support, focusing on resilience and practical business skills. Entrepreneurs highlighted the lack of structured mechanisms to capture and share the knowledge gained from failed projects. Many expressed a desire for more integrated support systems that combine financial aid with mentorship and knowledge sharing.

This study reveals that while both public and private sectors play crucial roles in supporting failed entrepreneurs, there is a significant gap in the systematic preservation, recycling and repurposing of knowledge. The study also reveals challenges in measuring and tracking the knowledge from failed projects due to the intangible nature of much of this knowledge, the existence of multiple support programs for innovation which focus mostly on reaching the market, and the complex interplay of multi-scalar factors influencing post-failure trajectories. Cultural attitudes towards failure, particularly the stigma associated with this in Spain, were identified as a significant barrier to knowledge sharing and preservation by both key informants and failed entrepreneurs.

Policy recommendations include creating knowledge repositories and sharing platforms to prevent knowledge loss and the need to work towards new approaches of minimising innovation waste. Enhanced collaboration between public institutions and private entities is essential to provide a holistic support system for entrepreneurs, ensuring that the knowledge gained from failed ventures is reintegrated into the industry for the benefit of the tourism innovation ecosystem."

Food and gastronomy for sustainable destination development – a model based on Swedish conditions.

Jens Heed and Lena Mossberg.

"The national program for food and gastronomy tourism in Sweden (2017-2022) wanted to develop a common model for the development of destinations adapted to Swedish conditions. All Swedish 21 regions participated despite how far the region had come in the development of local gastronomic identities.

The overall aim of this paper is to discuss this process and how sustainable food and gastronomy destinations can be developed adapted to Swedish conditions. The research question is: Which are the main elements in a common model that support sustainable food and gastronomy destination development at different levels?

The regions were divided into three different groups considering their food and gastronomy development level. Second, the regions are analyzed on the dimensions: gastronomy, authenticity, experiences close to nature, food with a purpose, cutting edge factor and digital accessibility. Third, the results were analyzed for each of the three groups in order to understand what the dimensions meant in the respective group.

The results from the practice were compared with the ten recommendations in the guidelines from UNWTO on gastronomy destination development as well as the Food Destination Framework from Britain. The outcome resulted in a first version of an overarching model with four main categories: assets, capacity, marketing and strategy, where each category included several subheadings/areas.

The last step was to compare this practice-oriented model with the main academic discourses that relate sustainable food and gastronomy destination development.

The most significant elements were identified and the importance of linking the development to food, place and people were recognized for sustainable development (Rinaldi 2017) - no matter the food and gastronomy conditions and development level of the destination."

Cellphone data for analyzing and planning mountain tourism.

Dieter K. Müller.

Mountains have been important destinations since the beginning of modern tourism in the Nordic countries. However, accommodation statistics have seldom managed to reveal the true scope of tourism because of a lack of information on second home, caravan and camp site use. In this paper a relatively novel data source, geo-located cellphone data, is used to assess the spatial and temporal patterns of tourism in mountain environments. The purpose of the presentation is thus to analyze geographical and temporal dimensions of the mountains' tourism system and the factors that influence them. Theoretically, the presentation departs from a time-geographical perspective that conceptualizes human trajectories through time-space as contingent of a set of capacity constraints, coupling constraints, and authority constraints mirroring the physical, social, and political restrictions that frame human action. The empirical analysis, mainly based on descriptive statistics, reveals spatial relations between origins and mountain destinations, major transportation routes, and temporal patterns of visitation. Departing from this the paper

makes an assessment of the potential of cellphone data for the analysis and the planning of tourism outlining both opportunities and limitations. It is concluded that while cellphone data indeed offers new opportunities for tourism management and planning, additional data not least covering visitor characteristics and consumption are needed to fully understand the tourism system. Furthermore, national cellphone networks form limitations for assessing cross-border tourism.

Destination- & National Tourism Organizations' Role in Tourism Sustainability Communication & Marketing.

Robert O. Nilsson.

Previous research on Arctic tourism businesses has shown that activities such as skiing, northern light watching, snowmobiling, dogsledding and ice fishing are often dependent on certain winter climate/weather conditions to carry out their services. The ongoing climate change processes are however threatening these businesses, and the exposure may turn into a larger vulnerability without proper adaptive capacities, especially in sparsely populated rural areas. Yet, Destination Management Organizations [DMO] and National Tourism Organizations [NTO] often highlight experiences that include snow, ice, cold temperatures, and overall idyllic winter/Arctic experiences in their communication and marketing strategies. There is limited knowledge of the DMO's and NTO's understanding of climate change impacts on the tourism industry and their role in influencing sustainability in tourism products through communication and marketing. Hence, this study aims to illustrate DMO's and NTO's understanding of climate change in tourism and their possible responsibility in communicating long-term sustainable tourism products and activities in northern Europe. For this purpose, interviews will be conducted with destination managers, marketing-, and sustainability strategists at DMOs in the most northern counties in Sweden, Norway, and Finland and their respective NTOs, to first reveal their views of climate change, its effects, and the region's perceived vulnerability. Secondly, it aims to unfold any ongoing-, anticipatory- and autonomous adaptations of their communication and marketing strategies due to climate change. The study intends to contribute to a better understanding of DMO's and NTO's roles and possible responsibilities in the changing climate. This study aims to build on previous studies on climate change in tourism, the ongoing Arcticification process, and to answer the call for sustainable development at the destination level, for example citing Butler (2024): "It is necessary to move significantly beyond relying on green washing and promoting sustainability to attract tourists in large numbers" (ibid, p.6).

Tourism Governance & strategic planning in Cyprus: An empirical case study.

Alexis Saveriades.

"This paper stems from a thorough and in-depth exploration of the evolution and growth of the tourism sector on the Island of Cyprus, from its inauguration in 1960 to its mature standing of today. The paper navigates the reader through the strategic development plans as these were drawn by the authorities on the Island covering the 1960-2023 period. In turn

and through the deployment of pertinent facts, a critical view is presented in which the author looks into the future through the past.

On the theoretical axis, the main pillars this empirically-focused paper investigates into, emanate from strategic planning, policy making, tourism development and tourism governance, taking also into consideration the evolution of the sector at large over the past six decades. On ground, the concise and confined setup of a small Island with commendable growth in tourism over this period is thoroughly scrutinized.

Methodologically, a qualitative empirical case study approach was selected towards this field research. An amalgamation of a thorough study of the actual strategic plans over a 60-year period, coupled with the author's deep knowledge of and engagement with the Island's tourism industry, is at the forefront of the methodology deployed.

The paper does not aim to produce statistical associations between variables. As a qualitative empirical study, it aims to provide rich in depth and breadth information to aid the scholars and industry practitioners understand the happenings within the specific boundaries of the research area. Findings cannot be generalized nor transferred to other locations per se, but can serve as highlights of the aftermath of decisions taken at a specific point in time, under specific conditions prevalent at that time. As such, the methodology is limited in its ability to provide deep contextual data which cannot be transferred as is to other setups but can only serve as a guideline by especially bringing to surface the "dos and don'ts" if one comes across similar scenarios. Within this analytical framework, a critical writing style is adopted.

Throughout the paper, the deployment of the analysis ensures that descriptive (what, when, who, where), analytical (how, what if) and evaluative (implication, what next) components are duly served."

Juggling expectations and certification standards: Journey of a Norwegian destination towards acquiring the sustainable destination label.

Ajay Kumar and Per Strömberg.

"External third-party audits are crucial for ensuring the quality of sustainability in tourism, utilising tools like certifications and accreditations. Certification is widely employed as a means of assessing quality in sustainable tourism practices, enhancing credibility and overall quality standards. In 2018, Innovation Norway's Sustainable Destination Standard achieved the esteemed status of being recognized by the Global Sustainable Tourism Council (GSTC). This standard, consisting of 45 criteria and 108 indicators, undergoes thorough assessment, recording, and monitoring. It covers a comprehensive range of

aspects including nature, culture, environment, social values, community engagement, and economic viability.

The complexity of sustainability, particularly within highly fragmented tourism destinations, necessitates collective and coordinated efforts. These efforts aim to implement measures that contribute to more sustainable tourism development. In this context, the local DMO Visit Rjukan plays a central role as a steering organisation. Rjukan in Vestfold and Telemark County of Norway earned the "Sustainable Destination" label from Innovation Norway in 2021. This paper discusses the challenges and opportunities that sustainable destination labels present for a destination from a management perspective. Stakeholder theory and institutional theory are used to provide a conceptual background for the decisions made by the manager of the DMO. Visit Rjukan is used as a case to describe the managerial perspective of acquiring the sustainable destination label in Norway. The insights from this paper will contribute to the literature on the role of DMOs in ensuring sustainability of tourist destinations in a country."

Elusive dog-friendly tourist information: the strategic communication role of DMO websites.

Marléne Wiggill, Jörgen Eksell and Maria Månsson.

"There is a increase in people traveling with their dogs, especially after the Covid-19 pandemic. These tourists are willing to pay more to travel with their dogs, but they face constraints, such as others not liking dogs, and most important, a lack of reliable information on dog-friendly accommodation, restaurants, public transport, and activities.

The websites of Destination Management Organizations (DMOs) are usually the first source of information for people intending to visit a specific destination. DMO websites introduce tourists to the area and assist them in their decision-making and planning processes. This implies that DMOs should know tourists' needs to communicate appropriate information on their websites. One would assume that DMOs would be eager to tap into the growing commercial value of the dog-friendly travel market, specifically by addressing people traveling with dogs' information needs on their websites.

If DMOs' websites fail to provide information to people travelling with their dogs they turn to other sources, such as blogs, influencers, and social media group sites about dog travel. Bloggers and influencers usually write and make recommendations from personal experience, while followers of social media groups comment, review and/or make recommendations themselves. Despite these advantages, research shows that tourists do not always view this information to be credible.

In this ongoing qualitative study, communication about dog-friendly travel options on 10 Swedish and European DMO websites are thematically analysed and compared to

communication on 10 blogs, influencer sites, and social media groups. The study is founded in strategic communication theory, as well as the user and gratification theory that asserts that people actively use media to gratify specific wants and needs.

Preliminary findings indicate that DMOs in most cases fail to address the communication needs of people traveling with dogs, while the communication on blogs, influencer sites, and social media groups provide purposeful, but unverified information."

Mapping transport activities in rural tourism regions; implications for sustainable mobility planning.

Beatrice Waleghwa.

Place-based knowledge of transport patterns at various spatial scales is fundamental for sustainable mobility planning in rural tourism areas. Our purpose in this paper is to report on a study with the focus on mapping transport activities and places with mobility deficits in the Malung-Sälen, Älvdalen, Trysil and Engerdal rural tourism cross-border municipalities in Sweden and Norway. We used a Public Participation Geographic Information Systems (PPGIS) survey to gather information on travel patterns and identify places in the four municipalities that require transport improvements. The study included citizens, second homeowners, and tourists. We received 1,312 responses to the survey and 1516 unique locations have been identified by respondents as being in need of transport improvements. Of these, preliminary results show that Mälung-Sälen has the greatest need for improvement, leading the way with 754 locations identified. Unsurprisingly, the use of diesel or petrol cars dominates both intra- and inter-destination travel for all stakeholder groups. This study is unique because it provides empirical data from several stakeholder groups, making it possible to analyze the perception of the need for transport improvements among different groups. Another novel contribution is the cross-border context for the study which offers analysis of mobility both within a country and between two Nordic countries. The results aid in understanding current mobility requirements in the region, providing useful knowledge for future transport planning.

Destination governance for resilience: the case of Munich.

Ioanna Farsari and Eva Erdmenger.

"Governance research has discussed the role of flexible structures and partnerships between the public and the private sector, often inviting residents and other stakeholders to become part of the process. The aim in those collaborative processes would be to strengthen acceptance decisions and a democratisation of the process and thus contribute to sustainability. However, a number of scholars have criticised governance models as eventually diminishing the role of governments and of the public sector to public management and enabler of private plans and thus enhance neoliberalism. Metagovernance has developed around that critique aiming to foster a more critical understanding of government and governance in the complex, globalised world that tourism operates.

Similarly, research around governance and resilience has focused on networks, human agency (both individual and collective), diversity, and social learning to examine policies and planning for destination sustainability. Nevertheless, also resilience has been criticised for boosting neoliberal understandings with its focus on individual agency while it might also relate to robustness and resisting change instead of transformations for sustainability.

In this research we employ a theoretical framework based on resilience, governance and metagovernance to critically discuss governance structures and strategies? focus in Munich. We use data collected from one of the researchers during the period 2018-2022 through qualitative interviews with DMO representatives of Munich. We take this critical perspective on governance to look at Munich and the role of the local government as well as its relationship to actors (understood broadly as businesses, individuals, residents or tourists). We critically discuss also how resilience is understood in that context. We aim to contribute to the discussions of reliance and governance in tourism destinations, alternatively in resilience track"

Investigating the Environmental Effects of the Israel-EU Open Skies Agreement.

Uzi Freund-Feinstein.

"Open-skies agreements provide the foundation for an increase in airline activity, especially a significant increase in the presence of low-cost carriers. Such an increase in airline activity has positive outcomes (e.g., tourism development, increased connectivity, etc.), but also has negative effects, such as environmental impact. The purpose of this paper is to investigate the environmental impact of air transportation before and after replacing bilateral agreements with the 2013 Israel-EU Open-Skies agreement.

This quantitative research analyzes environmental and operational data for Tel Aviv Airport (capacity of 25 million passenger movements). Israel Airport Authority provides data from June 2015 till June 2024. Noise levels were measured at 21 monitoring stations for all flights departing and arriving (n>750,000). The noise data allows the estimation of affected dwelling places and inhabitant numbers. In addition, an estimation of fuel burn and CO2 pollution, using Eurocontrol's emission calculator, is provided.

It is expected to find a continuous and rapid increase in negative environmental impacts between June 2015 and February 2020 due to high demand for air transportation (mainly, LCC's) following the 2013 Open Skies agreements. A sharp decrease to relatively low levels of impact is expected during COVID-19 pandemic. Finally, slow recovery of air transportation in Israel, between June 2021 and October 2023, is anticipated to increase negative environmental impacts.

Open Skies agreements are mostly researched in the field of economics. However, only a few studies of the environmental effects of such agreements were conducted more than a decade ago. In addition, to the best of my knowledge, this is the first research on any aspect of the Israel-EU Open Skies agreement, while most studies investigate either the US-EU or ASEAN agreements."

Tourism and energy in coastal-marine peripheries – the case of Bornholm.

Andreas Skriver Hansen.

What challenges and opportunities can be identified when planning for tourism and energy development in coastal-marine peripheries? This is the driving question and aim of this presentation, which builds upon a research note in the journal of *Tourism in Marine Environments* (Hansen, forthcoming). The topic is by no means a new topic, with numerous examples of clashes and benefits between the two industries found in both tourism and energy research literature. Still, the topic continues to be an important one, as implementation of increasingly larger green energy infrastructures are planned in coastal-marine peripheries. Hence, given the speed at which both industries evolve and change, both in size and impacts but also complexity, new challenges and opportunities arise that require research attention. Moreover, connecting the two industries is a central part of both internal industry and local green transition strategies and processes. Continuous knowledge creation about how to bridge the two industries that can be shared between them and among the affected peripheral communities that host and frame the two industries is therefore warranted. This is particularly the case for Bornholm, a Danish island in the Baltic Sea with a strong tourism tradition and profile, but also standing in front of a new development of turning the island into one of the first liveable 'energy islands' in the world. Based on a short literature overview and supported with empirical insights from observations on Bornholm and interviews with local tourism and energy representatives, the presentation bases itself around this knowledge need and uses the situation on Bornholm to confirm existing knowledge on the topic, but also uses the occasion to highlight new experiences and findings that have not yet received attention in the literature. The research note ends by reflecting on and proposing further knowledge needs, including attention areas for future research.

Benefits expect from the overnight stay in the hotel room.

Anatoly Lvov.

When preparing for a trip with overnight stay at the destination, travellers start their planning process from revising booking platforms. Based on the hotel information, wide variety of pictures, room attributes, services and rates travellers are creating expectations. Those are influenced by the purpose of the trip and the travellers personal preferences and habits. On the deeper level travellers are searching for accommodation which can fulfil expected benefits. Hotel room is a place booked for a good night sleep during the travel,

but travellers use it as a place to work, or a place to spend time with a partner or a family, get oneself a comfort and relaxed time. During the process of being accommodated in the hotel travellers also participate in the service process and interact with the staff. This research will strive to give a better understating what benefits are expected from the overnight stay in the hotel room, and what is the meaning of a hotel room per se. An on-line panel data will be collected in Finland, as well as the most important markets of Finnish hospitality industry, namely in Sweden and Germany. Data will be collected among 18-75 year old people, who have during the last three years made at least one leisure trip and at least one workrelated trip, during which they have stayed at least one night at a hotel. Results of the research will provide a better understating of the travellers practices during the travel and hotel accommodation process. Understanding the role of the hotel room within those process will explain benefits expected from the hotel overnight stay. As such new managerial practices can be implemented in the daily hotel operations.

14 Risk, recovery and resilience:

Knowledge Trajectories After Innovation Failure.

Brahim El-Habib, Isabel Rodriguez and Allan Williams.

"Innovation failure is a common occurrence in the tourism sector, yet its impact on knowledge dynamics remains underexplored. This study investigates the trajectories of tourism entrepreneurs following innovation failure leading to firm closure, focusing on the factors that influence whether knowledge is lost, reused and/or recombined. Through a qualitative approach involving semi-structured interviews with 30 failed tourism entrepreneurs, we identify four distinct post-failure knowledge trajectories: serial entrepreneurship, new home, black hole, and mixed pathways. Our findings reveal that the entrepreneurs' ability to recover and reuse knowledge is influenced by a complex interplay of individual, interpersonal, and contextual factors, such as emotional resilience and identity reconstruction narratives, support networks and social capital, and industry dynamics and the shifting broader economic context. We highlight the differences in tacit and codified knowledge across the trajectories, with serial entrepreneurs leveraging tacit knowledge more systematically than the new home, while the black hole pathway primarily affects codified knowledge.

In the case of innovations involving technology, the rapid advancement of technology, including artificial intelligence (AI), is shaping the landscape of knowledge reuse post-failure in noteworthy ways. The pace of technological evolution is accelerating the obsolescence of certain types of codified knowledge, potentially making it more challenging to apply in new contexts. .

The study contributes to a deeper understanding of entrepreneurial resilience and knowledge dynamics in the face of innovation failure, offering insights for tourism

practitioners, policymakers, and support organisations seeking to foster a more resilient and innovative entrepreneurial ecosystem."

How is the Norwegian HSE legislation (Health, Safety, and Environment) understood and practiced when accidents occur?

Arild Røkenes and Reidar Mykletun.

In many contexts, it has been claimed that the HSE (Health, Safety, and Environment) legislation is inadequate and not specific enough regarding the requirements set for businesses within nature-based tourism. In this paper, we examine how prosecutors, experts, accident investigation boards, and the media analyze and conclude when assessing whether accidents are breaches of legislation. The goal is to help businesses understand what is required in terms of organizational systems, competence of management and staff, as well as the use of equipment and technology. Our theoretical approach is the MTO model, which stands for human, technology, and organization, and provides a comprehensive approach to how accidents can be analyzed. We review five (six) serious accidents that all had serious consequences or potentially serious consequences. The method is primarily document studies, where we try to identify common features in analyses and conclusions. Specifically, we have used legally binding judgments, reports from experts and the National Accident Investigation Board, as well as media coverage. The most important findings are related to the fact that businesses will experience a very thorough evaluation also on personal errors. They must document that they have conducted up-to-date risk analyses, have a good understanding of important regulations, control of equipment, and good maintenance routines. They must document that they have conducted thorough competence assessments of employees and that they have systems for internal training. Furthermore, high demands are placed on information and training of the customers who have purchased an activity. Another important point is that previous incidents must be followed up and that the experiences contribute to changes in routines, equipment, preparedness, and communication systems. The study is ambiguous with regard to whether criminal liability or criticism is linked to the employees who carry out an activity or whether this is linked to senior management.

Sustainability trade-offs and resilient business models in times of crisis.

Samira S. Zamani.

"This research explores sustainability approaches opted by small tourism companies in Arctic Norway to meet the Covid-19 crisis and build resilient business models (BM). It views resilience as a prerequisite for sustainability [1] [2], and asks: How do sustainability trade-offs give rise to resilient BMs? This study follows a case-based qualitative research design [3]. This research contributes to tourism crisis literature by providing insight into the complex trade-offs and adaptive measures to achieve sustainability objectives and build resilience (e.g., [4] [5] [6]).

Among various typologies of sustainable business models (SBM), Bocken et al. [7] propose eight archetypes, of which some can be relevant to small tourism companies. Drawing on the limits to tourism growth, Saarinen [8] identifies three perspectives: resource-, industry-, and community-based sustainability. For instance, Saarinen's [8] community-based approach aligns with community-oriented BMs, emphasizing "adopt a stewardship role" or "re-purpose the business for society/environment" [7]. The literature highlights the crucial role of community engagement in building resilience (e.g., [9] [10] [11]).

Informants were asked to explain their BMs with reference to sustainability and whether they made trade-offs among sustainability principles to build resilience. The finding refers to a shift from industry-based focusing on the international market needs to community-based by designing tourism products tied to local culture [10] [12]. In contrast, several companies acknowledged challenges in maintaining sustainability goals as the short-term goals shifted towards economic aspects. Interestingly, the findings reveal an intensified focus in the second interview round on the active inclusion of community stakeholders [13]. This approach is referred to as the "localism" strategy [13], and aligns with the SBM archetype, "repurposing businesses for society" [7].

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15 Teaching and learning:

Students' perception of sustainability and willingness to discuss dilemmas related to tourism and sustainability.

Marit Elvsås and Helene Kvarberg Tolstad.

"With the increasing attention to sustainability and tourism, we find it interesting to investigate the interest in and insight into this dilemma faced by the students in travel and tourism programs.

Inland University of Applied Sciences has started a bachelor program in Sustainable Tourism and Event Management. Topics related to all aspects of sustainability (environment, social and economic) are incorporated into the courses. We experience that the students have diverging perception of the content of the term sustainability, and varying emphasis on this perspective in their choice of study program. A central theme in travel and tourism curriculum should be to increase the understanding of the dilemmas faced by the tourism sector and to engage the students in discussions related to these topics.

As part of the learning activities included in the orientation week at the beginning of fall semester, we will seek to explore the level of knowledge of, and attitudes toward sustainability and sustainable tourism among our incoming students. Camargo and Gretzel found limited knowledge about sustainability among Latin American students (Camargo & Gretzel, 2017). Arrobas et al. identified a inclination to downplay the environmental aspects of sustainability among tourism students in Portugal (Arrobas et al., 2020).

We will engage the students in discussions, individual and group activities, where their knowledge and attitudes related to sustainability and complexity of sustainable tourism will be explored, as well as their willingness to discuss the dilemmas related to tourism and sustainability. Hales and Jennings found enhanced understanding of the triple bottom line among students completing a course in sustainable tourism (Hales & Jennings, 2017). We will follow up our initial research continuously mapping the development of our students' understanding of sustainability throughout the bachelor program."

The 5a of artificial intelligence among students: Awareness, Attitude, Anxiety, Acceptance, and (Ethical) Application of AI.

Larisa Epifanova and Lukasz Andrzej Derdowski.

"Artificial Intelligence (AI) technology is omnipresent, with its growing influence presenting profound implications for higher education. As educators navigate what some call a 'technological tsunami,' they are tasked with equipping students with essential AI skills and competencies for an ever-evolving digital world. This includes not only technical skills for AI development and application but also critical thinking, ethical reasoning, and the agility

to adapt to new AI technologies as they emerge. According to the World Economic Forum's "Future of Jobs Report 2023," the integration of AI and emerging technologies will fundamentally transform businesses, impacting job creation and displacement significantly. Educational institutions, therefore, play a crucial role in ensuring that students not only succeed in a technologically driven labor market but also engage ethically in the development and application of AI.

Yet as of now, our understanding of how students interact with, experience, perceive, and integrate AI into their learning and future professional endeavors is inadequate. AI technology was not built primarily for education, and students' AI-driven concerns and expectations might differ greatly from those of teachers, administrators, or AI developers.

To address the aforesaid shortcoming, this ongoing study employs a parallel convergent mixed-method approach and incorporates both qualitative and quantitative data collection methods. Through the theoretical lenses of the Technology Acceptance Model, the Perceived Risk Theory, and the Social Construction of Technology theory this research explores how students' AI awareness, attitudes, and anxieties affect their understanding, acceptance, and ethical application of AI technologies in educational contexts.

Upcoming findings (data collection scheduled for May and June 2024) aim to contribute to the development of targeted educational strategies that enhance students' critical AI literacy and prepare them for an AI-infused future."

Virtual Exchange (COIL): shaping the tourism workforce of the future.

Steve Harbert and Alona Roitershtein.

"Significant and rapid changes in the world's climate, technology and geopolitics has created a new environment for the tourism industry, and for those that rely on it for their livelihoods. These changes create a demand for globally competent, culturally sensitive and technologically skilled workforce, to support sustainable tourism development on a local, regional and global scale. Educational institutions worldwide strive to provide such skills and competencies to their students, but the high cost of participating in international exchange programmes limits opportunities for inclusive, intercultural, cross-border collaboration. To meet the challenge, Collaborative Online International Learning (COIL) pedagogy was pioneered by the SUNY COIL Centre, where groups of students from two or more institutions from different countries and/or cultures, work on sustained and assessed projects or assignments, developed collaboratively by tutors from the partner institutions. The collaborative work takes place online, using freely available and commonly used technology.

This study aims to explore how the application of technology through COIL can help in shaping the tourism workforce of the future, particularly in the Northern and the Arctic

regions. The study reviews the key literature on the COIL pedagogy and discusses two case studies of recent COIL projects, on the subjects of 'Interpretation as a Management Tool in Marine Wildlife Tourism' and 'How Tourism Can Contribute to Achieving SDG14: Life Below Water'. Written reflective accounts of students, who participated in these COIL projects, were used as empirical evidence of the benefits COIL can bring to tourism education, as well as challenges such approach can pose. These accounts were subjected to inductive qualitative thematic analysis, to identify and analyse recurring themes. These themes, project examples and COIL pedagogy are then discussed in relation to the sustainable tourism development paradigm, to showcase the importance of this pedagogy for the future of tourism."

Insights gained during practical placement.

Helene Maristuen and John Brekke.

"How to balance the theoretical component with practical skills at university level seems to be a global debate within many disciplines (Arcodia & Dickson, 2013). Practical placement and internships have been a popular measure within tourism degrees but what benefits do the students gain from these experiences?"

Experiential learning has been defined by various authors (Keeton & Tate 1978; March 2010) but Kolb & Kolb (2017) emphasizes the unique relationship created between the teacher, the learner, and the subject. In addition, they highlight learners' dual roles as receivers and creators of information. According to Kolb & Kolb (2005,2017) experiential learning theory (Kolb & Kolb consists of four major dimensions: Concrete experience, reflective observation, abstract conceptualization & active experimentation in an experimental learning cycle which is driven by the integration of these four. Effective educators adopt their teaching to include all four phases of the learning cycle. Steriopoulos, Goh & Harkison (2022) refer to Morris (2020) and his revision of the model enhancing the contextualisation of the experience.

The aim of this research paper is to analyze 50 (N) different and unique assignments conducted over a five-year period within practical placement in a tourism bachelor's degree, evaluating the students' experiences and reflections.

Lessons may be learned to future educators in how they facilitate and implement practical placement and results will be useful to develop successful stories for learning shaping the future in tourism and hospitality higher education."

Microcredentials for Philosophic Practice in tourism?

Marjetka Rangus, Stu Hayes and Hazel Tucker.

"This paper considers the potential of microcredentials – concise, educational modules - to contribute to ‘philosophical practitioner’ education and thus to facilitate the reshaping and re-envisioning of tourism. The tourism sector continues to grapple with challenges such as high turnover rates, insufficient professional qualifications among employees, and inadequate knowledge transfer. Concurrently, as tourism is associated with manifold socio-economic and environmental challenges as well as opportunities, there is an increasing burden of responsibility on tourism education to produce future leaders equipped with the skills, knowledge, and attributes needed to effect positive change in and through tourism. Arguably, therefore, tourism education requires a balance of vocational and liberal education if it is to produce future leaders – or Philosophic Practitioner’s (Tribe, 2002) - who can navigate tourism’s complexities and bring about positive change within and through the ‘vocation’ of tourism work.

The European Union (EU), among others, has committed to formally integrating microcredentials into (tourism) higher education. These microcredentials are being touted as tailored learning experiences designed to equip learners with specific knowledge, skills, and competences that meet societal, personal, cultural, or labour market requirements. When framed in this way, microcredentials appear to offer the potential for addressing labour market, as well as societal, challenges related to tourism. In other words, the current framing of microcredentials by the EU hints at the promise of these ‘bite-sized’ modules for producing Philosophic Practitioners. The question is, though, how realistic is this potential? By situating the ongoing development of (tourism) microcredentials within the broader neoliberal higher education environment, this paper will critically explore the potential opportunities and challenges for microcredentials in contributing to the development of Philosophic Practitioners."

16 Visitor experiences:

The Art of Dining: Assessing Customer Experiences and Satisfaction in Norway’s Finest Restaurants.

Suman Dhungel, Huseyin Arasli and Usman Ali.

"Aim:

The aim of this study is to use visitors' experiences and suggestions to improve and highlight the restaurant's products. This study explores the possibility of using customer data to promote sustainable practices in the hospitality industry. As the importance of sustainability in the culinary sector increases, it is crucial to understand and consider guest preferences in order to promote environmentally friendly and morally responsible practices.

Although guest satisfaction plays a crucial role in defining the hospitality business, there is a significant lack of studies in Norway that focus specifically on this aspect. This study aims

to fill this gap by identifying the key characteristics that make up the highest quality dining experiences in Norway, with the aim of raising industry benchmarks and improving customer satisfaction.

Methods:

The data analysis in this study is based on 714 online reviews of eight premier Norwegian restaurants on TripAdvisor. A mixed methods approach is used to identify the key quality attributes that influence restaurant customers' experiences. Dominant themes are identified for data analysis and analyzed using Leximancer 5.0.

Findings:

This study identifies several critical factors that significantly influence guest experiences in Norwegian restaurants. Key dimensions impacting satisfaction include 'food quality, ambience, service efficiency, pricing, seating arrangements, recommendations, dessert offerings, seafood quality and customers' intention to return' Positive experiences are often characterised by high quality cuisine, attentive service and an overall memorable ambience. In contrast, criticism is often due to shortcomings in pricing strategy, quality of service and a lack of culinary innovation. The study also reveals gender-specific preferences: men place importance on the quality and presentation of the food as well as the variety of the menu, while women are more likely to be influenced by the overall experience of the evening. The different feedback also reflects the different cultural backgrounds of the guests and their different travel motivations.

Originality/value:

This study highlights the nuanced complexity of customer satisfaction in the Norwegian hospitality industry. By analysing the elements responsible for different preferences according to gender and cultural background, this study offers unique insights into how to optimise restaurant experiences to increase customer satisfaction. The study highlights the crucial role of customer satisfaction and advises restaurants on the importance of adapting to different customer needs and continuously innovating to drive loyalty and repeat business. This approach not only contributes to the academic literature by filling a significant gap, but also provides actionable strategies for industry practitioners looking to increase customer satisfaction levels."

Shaping the 'good' hunting experience in a contested space.

Erika Andersson Cederholm and Carina Sjöholm.

Hunting tourism, broadly defined as travelling to other places other than one's usual home or work environment for recreational hunting, takes many forms. It can be seen as a form of special interest tourism in the border area between recreation and tourism, and between market and non-market. In Sweden, there is an established form of reciprocal domestic hunting tourism, where hunting in other domains than one's own home environment is

viewed as a friendship- or hunting team exchange. This form of tourism exists both in parallel with, and intertwined with, a marketised form of commercial hunting tourism. The present paper is based on a study of hunting tourism entrepreneurship in Sweden. Based on interviews with entrepreneurs and participant observation of tourism events, the study focuses on the ongoing moral and social negotiation of what it means to be a 'serious' hunting entrepreneur, providing a 'good' hunting experience. We argue that the entrepreneurs are acting as moral guides or gatekeepers, navigating in the cross-section between different types of expectations among the visiting hunters, and in a wider sense, in the cross-section between different forms of social and economic exchange. Through the concept of 'balancing work', the paper demonstrates how the hunting entrepreneurs balance different norms and expectations about 'good hunting business' as well as a 'good hunting experience'. The balancing work is discernible in accounts of the culture of 'allmogejakt' as a traditional, democratic form of hunting and how it relates to commercial hunting; in the valuation and critical negotiation of different hunting styles and practices related to game meat; in critical and educational reasoning about how hunters should relate to photography and social media communication, in ideals and norms of hunting business ethics, and in accounts of human well-being and the role of nature.

The effect of social interaction and visitor autonomy on immersion.

Veronica Blumenthal and Ingrid Laukeland Djupegot.

"Immersion as a concept within the experience literature has received increased scholarly attention over the last decade. Studies have explored topics such as the nature of the immersion process, the factors that influence it and the connection between immersion and related experience concepts such as flow and extraordinary experiences. However, several gaps in the research literature remain, particularly pertaining to the immersion process and the conditions under which the state of immersion can be achieved.

Prior research has indicated that the immersion process can be influenced by a number of contextually dependent factors, including social interactions and visitor autonomy. To examine the influence of these factors on immersion, a 2x2 between-subjects experiment with the factors social interactivity (high vs. low) and visitor autonomy (employee steered vs. visitor steered) was conducted at Maihaugen open-air museum in Norway. A total of 214 visitors participated in the experiment and general linear models were used to analyze the effect of the experimental factors on immersion. Immersion was measured using a 6-item measure adapted from Jennett et al's (2008) Immersive Experience Questionnaire. The results indicate no significant effect of social interactions on experienced level of immersion ($p=0.74$), while the presence of employees steering or guiding visitors through the experience was found to have a positive effect on visitor immersion ($p=0.003$).

The study also sought to examine the effect of immersion on visitor satisfaction, intentions to revisit and intentions to recommend the attraction to others. Linear regression analysis suggests that experiencing the state of immersion has a positive effect on visitor

satisfaction ($\beta=0.55$, $p<0.001$) and recommendation intentions ($\beta=0.15$, $p=0.03$), while no significant effect was found on revisit intentions ($\beta=-0.006$, $p=0.93$).

The findings have important practical implications for attraction managers and experience designers seeking to develop engaging experience products that facilitate immersion among visitors."

Building Second Chance Tourism Attractions through AR technology: a look into the case of Portimão Walls, Algarve, Portugal.

Carla Palma, Manuela Guerreiro, Ana Cláudia Campos and Bernardete Sequeira.

This study conceptualises Second Chance Tourism and explores the role of AR technology applied to cultural heritage with the aim of building Second Chance Tourism experiences. Stakeholders' perspectives are examined and discussed to deliver on the potential of cultural heritage to become Second Chance Tourism attractions with a view to develop destinations' sustainability and competitiveness. A qualitative research design was adopted to study the case of Portimão Walls, a cultural heritage resource found in a popular tourism destination in Algarve, Portugal. The underlying claim of the study is that cultural heritage resources have great potential to evolve into Second Chance Tourism attractions with the help of AR technology. Focus groups were conducted with key informants selected by purposive sampling. The sample size was determined by the data saturation criterion. Findings from this study are highlighted that inform stakeholders about the need to acknowledge the potential of AR technology to differentiate destinations and add value to the tourist experience. Participants identified five types of value that can be generated through AR technology applied to heritage resources for designing Second Chance Tourism experiences, namely: economic, cultural, educational, experiential, and ecological value.

The climbing of Kilimanjaro as a multifaceted dynamic immersive experience.

Øystein Jensen and Frank Lindberg.

"Immersion has during recent years become an important aspect of the analysis of tourist experiences and has particularly been associated with extraordinary travel-related experiences. Such experiences will take place when a tourist leaves one's ordinary world (home environment) for temporarily to participate in extraordinary liminal experience worlds before again returning into the ordinary (Cohen, 1979). The purpose of this study was to investigate the dynamics of immersion when consumers face spatio-temporal transformations during their week-long hiking trip to the "Roof of Africa". We ask the following question: how do consumers face dynamics of immersion during long-lasting extraordinary experiences? Theoretically, the study especially relies on consumer culture theory, tourism sociology and research on tourist experiences.

The illustrative case of this study consists of a 8 days “climbing” experience in Kilimanjaro in 2017 by a tour group consisting of 20 participants (18 Norwegians and 2 Swedes) and a service staff of the local company of 50 persons. Illustrative data was derived from the ethnographic data collection methods of participant observation, informal interviews, photo/video documentation and diary logs.

As part of the results, we identified four different versions of immersion: 1) Dream based immersion: becoming aware of the mythic “Roof of Africa”. 2) Environmental induced immersion: communion while hiking. 3) Social immersion: into the fellowship and communitas. 4) Intrinsic immersion: into the “self”

Based on the case context of this study we propose to theorize immersion through the lens of dynamism, that is, as a multifaceted, multi-phasic, and emergent phenomenon, for assessing how consumers negotiate meaning during extraordinary experiences."

Creating Congruent Therapeutic and Restorative Virtual Tourism Landscapes.

Kelsey MacLeod Johansen.

"Research on restorative / therapeutic landscapes has historically occurred in environmental psychology and interdisciplinary fields like forestry, geography, mobility studies, and landscape and urban planning (c.f., Herzog et al., 2002; Chiang et al., 2014, 2017; Theodorou et al., 2023; Cervinka et al., 2023). This research tends to focus on the wellbeing benefits and health implications of viewing restorative landscapes including the therapeutic use of virtual reality, affordances and constraints to mobility, and designing restorative landscapes. There is therefore a need to explore the relationship between landscape restorativeness and amenity, experiential, and recreation / tourism value, as well as the role of sensory stimuli beyond the visual in producing restorative and therapeutic effects and generating visit intention in tourism sensory marketing.

As part of a wider project, this pilot study explored the emotions and imaginaries elicited by exposure to diverse sounds (e.g., natural soundscapes), scents (e.g., essential oil combinations) and landscape images (urban center, bluespace, greenspace, etc.). As Salazar (2012) notes, imaginaries are socially shared representations that play a role in reconstructing places. With the growth in virtual tourism experienced during the COVID-19 pandemic, understanding the intersection between the congruence of multi-sensory augmentations, the emotions and imaginaries they evoked, and the design of virtual tourism experiences is essential to the provision of meaningful, restorative, virtual wellbeing and nature-based tourism experiences.

Preliminary results indicate the confounding effect of familiarity on the congruence between sound and scent profiles and the emotions and imaginaries elicited by local

versus tourist populations. These findings point to a wide range of practical implications for the development of augmented reality wellbeing and nature-based tourism experiences, and multi-sensory marketing of tourism experiences and destinations. Insights into future research directions also emerged."

Innovation and Experiential Value Co-Creation in Consumption of Hospitality Services.

Bahati Mbilinyi.

"The changing role of consumers from mere passive recipients of products and services to activate engagement into production and execution processes is important in the consumption of hospitality services since it creates mutual valued benefit. The value created in the exchange is considered as co-created by both the provider and the consumer of the service.

Studies conducted on value co-creation in hospitality services are limited to aspects of motivations of consumers, social aspects, and the process outcomes such as consumer satisfaction, perceived value, well-being, and consumer brand equity/loyalty. In respect to producer perspective, some diverse strategic positioning to achieve value co-creation is exposed. Relatively, scant knowledge exists on how providers and consumers of the hospitality services engage in experiential value co-creation. Furthermore, despite the potential link between innovation and value co-creation, its role as both antecedent and a consequent of co-creation of experiential value has not received much attention in the literature.

The study aim at exploring and conceptualizing innovativeness in co-creation of experiential value in the hospitality industry services from the providers and consumers perspective. Specifically, the study will reveal the innovative strategies employed by providers, innovative behavioural aspects exhibited by consumers, and the possible co-created experiential values in the consumption of hospitality industry services.

This study borrows the service-dominant (S-D) logic theoretical framework which strongly emphasize on service and the co-creation of value as vital elements.

The study is qualitative and will involve selected cases from hotels, restaurants (themed and non-themed) and events (cultural festival and food festival). Data will be collected in June. The respondents include key informants (managers, organizers, operators, and representatives) and visitors. Data will be collected through semi-structured interviews and observations. The study will employ content analysis for the part of the service providers (organizations) and thematic analysis on the part of the consumers."

Is everyone welcome? Examining service provider experiences by rainbow individuals.

Tuuli Pulkkinen.

"Problem Statement & Aim

The benefits of sexuality and gender minority (rainbow community/individuals) friendly destinations have already been recognized (Ram et al., 2019) – but do the tourism service providers acknowledge sexual and gender minorities enough?

This research aims to examine rainbow individuals' travel stories to see how they have experienced service provider encounters in tourism settings.

Theoretical background

Having rainbow friendly destinations, where locals are also welcoming and accepting, can be of high importance for the rainbow traveler (Lai et al., 2024). This can become even more crucial with increasing global prejudice. Keeping this in mind, service providers may also play an important part in making the rainbow individuals have safe and enjoyable travel experiences. Literature has also shown that rainbow individuals want their rainbow identity to be acknowledged by service providers (Ro, 2023) and that rainbow friendliness can have a positive influence in service experiences (Ro & Khan, 2022), which would support this claim.

Data and Method

The data consists of stories of experiences of travel by rainbow individuals, from which the service provider experiences were analyzed with qualitative content analysis.

Results

Preliminary results show that even with more knowledge about sexuality and gender minorities, they can still face unnecessary pre-assumptions from service providers. This means, for example, same sex couples getting separate beds or just simply experiencing awkward, or even hostile, service encounters. However, the data also shows that while they might fear and be anxious about potential prejudice, positive attitudes towards them are experienced as important. Data also shows that even small indications or gestures of rainbow friendliness in a business establishment increases their feeling of safety and being welcomed. In unsteady world situations, rainbow individuals might feel service provider support is important to make travel more desirable.

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Towards a better understanding of value co-destruction: tourism and hospitality context.

Erose Sthapit, Brian Garrod, Matthew J. Stone, Peter Bjork and Hanqun Song.

"It is increasingly recognised that service encounters can also result in the generation of negative values (Plé and Chumpitaz Cáceres, 2010). This has been conceptualised in the marketing literature as value co-destruction (VCD) (e.g., Plé, 2017; Prior & Marcos-Cuevas, 2016). Academics have yet to achieve a comprehensive, unanimous and holistic understanding of the concept (Guan et al., 2021; Sthapit et al., 2022). Therefore, the present study sets out to perform a systematic review of studies on value co-destruction in the field of tourism and hospitality.

A systematic literature review (SLR) method was used to synthesise the research on VCD across the fields of tourism and hospitality. A five-step process was employed. In the first step, the following aims were established. Second, to enable effective synthesis, six inclusion criteria were adopted. Third, to identify relevant publications for this review, the PRISMA protocol was used and consists of four phases: identification, screening, eligibility and inclusion. Fourth, an initial search of the three databases resulted in 408 records. The final sample consisted of 25 articles. Fifth, articles were organised using Mendeley Desktop software and studies were manually coded in a Microsoft Excel summary table. A content analysis of the final list of articles was then undertaken.

Using a SLR, this study examined 25 peer-reviewed articles from 18 journals retrieved from Web of Science, Scopus and EBSCO Host. Most publications were in journals that focus on

tourism and hospitality. Research into VCD is most heavily based on Plé and Chumpitaz Cáceres's (2010) definition of VCD. Most articles used qualitative research methods and have focused on customers' perspectives. The proposed organising framework can be used to gain a detailed understanding of the antecedents, dimensions and outcomes of VCD in tourism and hospitality. Lastly, this study identified numerous recommendations as part of a future research agenda and recommended, for example, further studies on this topic, scale development to operationalise VCD, fostering a broader focus on cross-cultural studies including a need for studies in different hospitality and tourism settings.

In terms of managerial implications, given that VCD leads to negative cognitive, affective and behavioural outcomes, tourism and hospitality service providers should hold employees accountable, for example, Airbnb host, customer service personnel, front line workers when they are reported as unprofessional by customers (tourists, guests). In addition, tourism and hospitality businesses' top management should invest more resources to minimise the negative experiences of its customers by clearly defining employees, hosts responsibilities and training them in hospitableness to enact behaviours that are considered respectful and responsive to customer requirements. This can reduce negative experiences and a decline in well-being among customers in different service"

Loveful tourism.

Kaisa Aro.

"The purpose of this study is to understand whether and how destination brand love relates to wellbeing of a tourist and a destination. Destination brand love is strong and mainly positively charged relationship between a tourist and a destination. This love happens in different ways for different persons, typically including identification and satisfaction to the destination brand (Aro et al. 2018). Brand love includes many positive elements for the destination, such as loyalty, positive word-of-mouth and resistance to negative information. Regardless of brand love's positive offerings, it has not been widely studied in the context of tourism destinations.

Qualitative methods of data gathering and analysis are utilized in this PhD study. Context is a destination brand Ylläs in Finnish Lapland. In first part, semi-structured interviews were employed to get an overall picture of destination brand love and it was noted to include interest in destination brand's wellbeing (Aro et al. 2018). In second part, abductive reasoning and Facebook data of the destination were used to understand the interactive nature of brand love and a mix of brand-defensive strategies were noted among loving consumers, when wellbeing of the brand and/or its people was threatened (Aro et al. 2023). In third part, based on a rich data of guestbook entries and semi-structured interviews we (will) conceptualize the bodily nature of destination brand love, which helps to better understand relationship between tourist's wellbeing and brand love.

In the core of responsible tourism is tourists' willingness to be more caring, aware and just (Wheeller 1991). Hopeful tourism arises from the worry of other people's wellbeing and is related to hoping good for others (Pritchard et al. 2011). This study suggests that by understanding destination brand love and its wellbeing aspects, we can find new ways to empower responsible and hopeful tourism? *lovelful tourism.*"

17 Workforce and employment:

Go Green together? How Hospitality and Tourism Organizations can engage employees through CSR Practices.

Xander Lub, Henri Kuokkanen, Rob Blomme, Brenda Groen and Frans Melissen.

Earlier research has established the role of CSR practices in engaging employees, both in general and specifically in the hospitality and tourism industries. However, less is known about the details of this relationship. Based on social exchange theory, this paper hypothesized a main relationship between CSR practices and employee engagement, mediated by fulfilment of ideological psychological contracts (defined as a credible commitment to a higher cause) and CSR supporting HR practices. In a first exploratory study, we interviewed 12 employees with close connections to CSR practices. This paper led to an initial conceptual framework that was tested in a subsequent online survey study (N=266) among dutch travel organization employees. We used PLS-SEM to analyze these data, and our findings suggest that fulfilment of ideological employer obligations (ideological currency) and CSR supporting HR practices (CSHR) help explain the relationship between CSR and employee engagement. Our findings demonstrate that employee engagement is positively related to a company's CSR practices, with mediating roles for CSHR and ideological currency. This also suggests that investing in CSR practices, and including employees in that mission may increase the effect of organizational CSR efforts. This is particularly salient in the hospitality and tourism industry where employee engagement may can be the difference between service success and failure.

Employee well-being: addressing customer abuse and harassment in hospitality.

Dennis Nickson, Anastasios Hadjisolomou, Irma Booyens, Tayler Cunningham and Tom Baum.

The ever-increasing focus on well-being in the workplace and treating employees in an ethical manner means, in theory, employers should be taking seriously the issue of customer abuse and harassment. This would seem especially important given that violence and harassment of frontline staff is endemic in the service sector generally and is particularly prevalent in the hospitality industry (Ram, 2018). For example, research from the US suggests that 66% of female and more than 50% of male employees in hospitality report experiencing customer mistreatment in their daily work (Wu et al., 2023). This mistreatment encompasses customers engaging in verbal abuse, bullying, sexual

harassment and sometimes physical violence (Yorgov, 2024). Moreover, often this abuse is directed to the most vulnerable workers in the labour market, especially young workers (TUC, 2018). More specifically, the paper considers how analysis of the deleterious impact on employee well-being should be understood from a legal, ethical and business perspective. To date, there has been much less attention paid to the legal expectations arising from the duty of care employers have to ensure that their employees are working in a healthy and safe environment. Extending the analysis beyond ethical and business perspectives of employee well-being allows us to assess the extent to which many employers are failing legally to protect their employees from abusive customers. The paper draws from 41 interviews conducted with managers, employees and trade union representatives in the Scottish hospitality industry. The data suggests that employer responses to customer abuse remain extremely variable, with many organisations failing to offer appropriate legal or moral support to their employees. In the paper we argue that employers need to more proactively address customer abuse, whilst recognising the potential for a multi-stakeholder approach including the need to engage with trade unions and other civic society organisations.

The influence of perceived employer coolness on job satisfaction.

Leticia Vedolin Sebastiao, Florian Kock and Alexander Josiassen.

"It has recently become more difficult for companies to attract and retain talent, especially for the tourism and hospitality sector. To attract employees, firms are designing cool and fun workplaces. Our research approaches the ideas behind this practice by testing the relationship between perceived employer coolness and job satisfaction. We propose that employer coolness drives job satisfaction because it allows employees to satisfy the basic psychological needs of competence, autonomy, and relatedness, and makes them proud of their company.

Employing the instrumental-symbolic framework (Hoye and Sacks, 2011) as well as social identity theory (Tajfel and Turner, 2004) as theoretical foundations we conducted two studies.

In Study 1, we collected data on brand coolness on 40 known global brands, and correlated this data with Glassdoor ratings of these brands. Glassdoor is a platform where employees can review their employers. The results show that correlations with the composite coolness scale are high and significant, ranging from 0.425 ($p < 0.001$) between coolness and satisfaction with senior management to 0.461 ($p < 0.001$) between coolness and satisfaction with compensation and benefits.

In Study 2, we proposed a SEM model in which perceived coolness influences job satisfaction through parallel mediation. For this study, the data was collected from respondents. The mediators are the satisfaction of basic psychological needs (competence, autonomy and relatedness) and pride. The model fits the data reasonably

well ($\chi^2/df = 3.307$; CFI = 0.917; TLI = 0.907.; RMSEA = 0.081; SRMR = 0.0754) and the results demonstrate that employer coolness relates significantly to the dependent variables.

We contribute to the coolness and job attitudes literature, suggesting that employees are more satisfied at cool workplaces. In tourism and hospitality, coolness is an important factor (Kock 2021) from a tourist's perspective. Yet, it is also a key resource for such stakeholders to attract and retain employees.

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Partners' hospitality and tourism job influence on satisfaction with life.

Davide Arioldi and Eva Vroegop.

Satisfaction with life (SWL) is a vital issue to be addressed in hospitality and tourism (H&T) workforce research and practice. Importantly, work-family conflicts reported by H&T workers are related to lower SWL, which in turn increases the propensity to quit their job. Yet, understanding the role of partner attributes and family dynamics in workers' SWL remains limited as multi-country samples providing empirical evidence are scarce. Therefore, this study examines SWL among H&T workers and the influence of partners' job type and household characteristics, drawing on two decades of European Social Survey (ESS) data including 447,000 respondents. While prior research highlights the negative effects of H&T jobs on workers' SWL, particularly due to low wages, this study adds nuance by considering partner influences. Using ordinary least squares regression, results indicate that having a partner employed in H&T negatively affects SWL where the partner describes as male, and one or more children are living in the household. The average negative effect of having a partner employed in H&T is considerably strong and greater than to be an average divorced respondent. The negative impact of a partner's job in H&T on respondents' SWL is robust even when controlling for regional-year fixed effects in more recent ESS waves (2010-2022), and the results remain robust for restricted samples. When both partners work in H&T, however, the negative impact on SWL disappears, possibly due

to mutual understanding and support. Hence, the present study contributes to understanding the complex dynamics of partner and family characteristics for SWL of H&T workers and underscores the importance of considering partner influences in workforce research. Policy implications include the need for targeted family welfare measures to mitigate the negative effects of H&T employment. Future research should consider partners' SWL, differences in national welfare, and employment-related spillover effects on partners' SWL.

Beyond Leader Behaviors: Defining and Measuring Responsible Leadership Intentions and Their Effect on Leader Trust.

Mert Ünür.

Recently, there has been an ongoing debate in leadership research about how leadership styles are defined and measured, particularly regarding the conflation of descriptive leader behaviors with evaluative aspects such as leader intentions, behavior execution qualities, and behavioral outcomes. This conflation poses a significant setback for theory advancement as it leads to causal indeterminacy, making it difficult to determine the true impact of leadership on its outcomes. Among these issues, the "intention-behavior" conflation is particularly problematic in the context of Responsible Leadership (RL)—a leadership style emphasizing ethical behavior, social and environmental challenges, sustainability, and accountability to a broad range of stakeholders. This conflation hampers the development of a clear understanding of RL by obscuring whether it is the observed leadership behaviors or the perceived intentions behind these behaviors that foster trust in leaders. Aiming to disentangle the RL construct and clearly define its intentions, this study systematically conceptualizes a new construct called Responsible Leadership Intentions (RLIs) through rigorous qualitative analysis. Utilizing the theory of planned behavior and the folkconceptual theory of behavior explanation, the study develops a robust conceptual framework for RLIs. Following the development and validation of a measurement scale designed to capture employee evaluations of these intentions, this research examines how these evaluations relate to the three dimensions of leader trust: benevolence, integrity, and ability. Through a quantitative study, it seeks to reveal the mechanisms by which RLIs influence trust in leaders, emphasizing the mediating role of perceived value congruence between leaders and followers.

Tour guiding work and Generation Z tourism students.

Vitor Ambrósio, Carla Braga and Miguel Brito.

"From Research to Working Life (ReWo) is an Erasmus+ project aiming to find the best practices for applying and implementing tourism research findings into working life in the tourism field. The partners in this project are the Estoril Higher Institute for Tourism and Hotel Studies (Portugal), the University of Maribor (Slovenia), the Lapland University of Applied Sciences (Finland) and the University of Stavanger (Norway).

Major changes are occurring in tourism and the latest knowledge is becoming even more central for development as the tourism sector is changing fast – enterprises should try to be proactive. Through education, students have the latest knowledge that should also benefit the entrepreneurs of the tourism sector. Yet, the connection between academia and players is critically lacking. All parties involved are aware of this, however, there are no clear guidelines on how to build more solid bridges between different actors.

Bearing in mind the main ReWo's objectives, the presentation envisages, on the one hand, to understand what the motivations and goals of tourism students in Portugal are, on the other hand, to know if tourist guides from different generations can understand and deal well with the future professionals from generation Z.

As each generation has its own understanding of its professional life, its purpose, and its position in it, this research aims to understand the needs and expectations of a generation that is about to enter the tourism labour market providing, at the same time, important information for the tourism sector.

Generation Z (born from 1996 onwards) is expected to be very globally oriented, less focused, better at multitasking, and strong on bargains. The research aims to analyse and understand what values and attitudes today's Generation Z students have about their future work environment in comparison with tourist guides from different generations already working in the tourism sector.

First, were shaped cards about the Baby Boomers (born between 1945 – 1960), Generation X (born between 1961 - 1979) and Generation Y (born between 1980 - 1995), underlying their core values, and attitudes towards work. Second, a focus group with representatives of the three mentioned generations discussed the characteristics highlighted for each generation, providing information for the accomplishment of the cards. Third, a questionnaire was implemented among tourism students from Generation Z.

The main question groups in the referred questionnaire were about: the importance of individual criteria for work in the field of tourism; the importance of work and working conditions; the importance of leadership and the supervisor's approach/attitude; the importance of co-workers and colleagues approach/attitude; the importance of salary, rewards and benefits; the importance of career development; the importance of motivation factors in the workplace; employers' expectations; leisure time and personal interests; students' opinion"

The ethical dilemmas experienced by managers in tourism in Lapland.

Mari Angeria and Jenni Kemi.

"Given the investment potential of tourism in Lapland (Lapland Chamber of Commerce 2023), labor demand in the sector will continue to grow. Managing successfully the diverse workforce will put pressure on front-line managers to meet both the employer's and the employee's needs in quantity and quality. At the same time, the challenging role of front-line managers is less attractive than before, and positions are left unfulfilled. One reason is that the managerial role is under ethical pressure.

We aim to study the ethical dilemmas faced by tourism managers. These situations can be challenging to identify and can arise in social, economic, and ecological leadership issues. As workplaces become diverse, the ethical challenges of social responsibility, equity, and equality are increasing. Ethical challenges cause stress, predisposing people, for example, to work-related fatigue.

The aim is to study and identify the ethical dilemmas and challenges experienced in daily managerial work. This will be done by interviewing front-line managers, executives, and entrepreneurs working in decision-making positions. The study aims to find solutions to strengthen the ethical leadership skills of managers and entrepreneurs."

Contemporary international tourism workforce policy: Same dog, different leg.

Richard N Robinson and Tom Baum.

"Tourism and hospitality workforce issues have risen to unprecedented prominence in academic discourse, the media and in government and strategic thinking. Part of this interest (but by no means all) can be linked to the consequences of the COVID-19 pandemic (Baum et al., 2020). However, at a policy level, the employment crisis that has bedevilled tourism and hospitality in many countries has provided an opportunity for a complete reset to policy and practice. Our purpose in this paper is to ask whether countries, through their arms of government and industry organisations, have taken this opportunity and advocated innovative approaches and directions to overcome tourism and hospitality's workforce challenges.

We do this through analysis of two key sources. Firstly, we analysed strategic and operational responses by national tourism ministries and agencies to a survey on responses to the workforce crisis in tourism and hospitality conducted by the OECD as part of a study of resilience within the sector. We complement this by consideration of actions initiated and the routemaps proposed in a range of national workforce strategies for tourism and hospitality in the immediate aftermath of the pandemic and the intervening timeframe.

The outcomes, substantially, highlight approaches that have been tried and tested on multiple occasions in the past with little evidence of new thinking and innovative solutions

to the workforce crisis (see also Solnet et al., 2014). We conclude our analysis by questioning the assumptions which underpin the development of workforce strategies for tourism, suggesting that searching for solutions that focus downward on the sector's interiority is misguided and cannot affect meaningful change. We argue that there is a need to take a holistic view that locates tourism, hospitality and work through a wider societal and economic lens."

Designing Leadership Practices for Wicked Problem Solving.

Erik Dallakyan and Rune Todnem By.

"Problem statement: Businesses worldwide face complex, multifaceted challenges known as "wicked problems." These issues, such as sustainable development, climate change response, and ethical AI applications, lack clear-cut solutions. In hospitality employment, concerns include potential job displacement by automation and ethical dilemmas in AI algorithms necessitating transparent decision-making (Bharwani and Butt, 2012). Current research focuses on the problem-solving skills of individual leaders in response to such challenges; however, little attention has been paid to collaborative leadership forms.

Aim: This paper introduces a more inclusive leadership ontology focusing on Purpose, Alignment, and Commitment (PAC ontology, (By 2021)) coupled with design thinking - a user-centered and iterative problem-solving approach - with the aim of advancing leadership practices in hospitality. There is an increasing interest by business communities in design thinking for addressing strategic issues, as it presents a mindset and set of frameworks to enable organizational change.

Theory and method: This conceptual paper draws on the theory adaptation approach, to build design thinking-based leadership practices. The paper explores theoretical integration, while empirical investigation of hospitality leadership practices using design thinking principles remains the next step.

Results and conclusions: The study proposes a new model incorporating leadership practices informed by design thinking principles, offering a fresh perspective on human interactions within hospitality organizations. Such an integration can equip hospitality practitioners with robust problem-solving tools to build better relationships with employees, put joint efforts into sustainability actions, and embrace the use of AI technologies.

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Motivations of a seasonal profession – the case of ski instructors.

Nelli Heiskanen and Henna Konu.

"Ski instructing is a special kind of profession due to its seasonal and mobile nature. It is also a special profession in tourism industry requiring a high level of skills and competence to practice. This study aims to increase the understanding of ski instructors' pathways to this high-skilled seasonal profession and the motivations to practice the profession. The current research on motivation for seasonal and mobile work is focused mainly on accommodation, and food and beverage employees, on so called low-skilled work, and on tourism graduates. There is lack of research on skilled professional seasonal employee groups in the tourism industry, such as ski instructors. The data were collected worldwide by 16 semi-structured interviews using a purposive sampling method. The findings are presented as composite stories, that were built from multiple individual interviews.

It is suggested that the initial motive for ski instructors to be involved with the ski industry is love for skiing, yet the essential motivation to practice the profession seems to be the work itself – sharing the love for skiing. The time for leisure skiing is often very limited; hence the profession is chosen over other jobs that would allow much more time for skiing, not only for "being on skis", and that could be entered with much less effort. The findings contradict with earlier studies, that state that skiing is the main driver to seasonal work in ski resorts or that refer to ski instructors somewhat derogatorily as "hobbyists" instead of real professionals. Interestingly, however, it appears that while some ski instructors start their careers as a result of a longtime dream or a natural progression from a racing career, many find their path to the career by coincidence e.g. after initially engaging in other jobs in ski resorts."

